

RADIO

SCREEN

STAGE

VARIETY

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64 PAGES

'CHEER'S' \$1,200,000 AT \$4

Upton Sinclair's 'Epic' Program Takes In Bands, Film, Legit Layoffs

Washington, Sept. 10.

The State of California will dive into the picture business—but only on behalf of the unemployed—if Upton Sinclair, Socialist and once mouthpiece for William Fox—he comes Governor of California next November.

Revealing details of his visionary "epic" plan for remedying economic troubles, Sinclair last week announced that unemployed actors, artists, musicians and other film workers will find a place in his program of self-help. Idea is to put jobless film employees at work in state-managed studios producing films of various sorts for distribution to unemployment colonies and for showing to other jobless.

Plan, like all of Sinclair's scheme, will not involve, at least in theory, any competition with private enterprise, as the unemployed will be put at work making articles for the use of themselves and other jobless citizens. Will not sell output in regular commercial channels or attempt to engage in interstate business.

Sinclair maintains that his program will not harm existing commercial interests as the unemployed who will benefit are not in a position to be customers of private enter-

(Continued on page 58)

Vines Out as Tennis Etherizer on NBC at Lawn Ass'n's Request

At the bidding of officials of the D. S. Lawn Tennis Association, NBC yesterday (Monday) withdrew Ellsworth Vines as commentator on the national title matches now being played at Forest Hills, L. I. Vines earlier in the week had been barred by the same officials from the Forest Hills clubhouse. In taking him off the assignment the web made full settlement with the former amateur champ.

Vines several weeks ago wrote a magazine article on tennis which the Association didn't like. Vines turned pro last year.

Handling of the Forest Hills NBC broadcasts is being left to John R. Tunis, sports writer, and Don Wilson of the network's mounting staff.

Mill Buys Amusement Park To Be Run by Employees

Albionton, N. Y., Sept. 10.—Jollyland Park amusement resort for many years has been purchased by the Mohawk Carpet Mills, Inc., and turned over to the employees as a recreation center. The employees will operate some of the concessions and admit the general public.

Imagine the Shrieks

RKO has banned all female impersonators from its theaters. No reason given.

Order was described as applying generally when the booking office turned down an impersonator last week.

BAR GIRL RADIO CRICK FROM THEATRES

Chicago, Sept. 10.

Bogie of free speech on pictures frightened the first run theaters of town last week, when the press departments of Halban & Katz, RKO Pictures and the indie State-Lake received the letters of admission to Helen Fitch, picture reviewer on WBBM, local CBS outlet. Cancellation of admission privileges came through the press agents themselves and figured as the press department's slap at Miss Fitch for alleged mistreatment of pictures.

Companies, in trying to silence the talk hollies, claim that they have received squawks from the public.

Couple of the publicity men were in the pannings by Miss Fitch a deep, dark scheme on the part of the radio industry to injure the picture business by keeping people away from films entirely. Others look upon it as another attempt of show biz to stifle bad notices.

NEW RECORD AT THAT SCALE

Show Closed to \$21,500 Week; To Go on Road New Version with Same Talent Coming Back — Refutes Legit Eclipse Theory

PLAYED 49 WEEKS

With a gross of about \$1,200,000, "As Thousands Cheer" ended its Music Box run Saturday (8), going out on a limited road tour. That Broadway could and did produce such a grosser in depression times is an indisputable record refuting carty towel theories about legit washing up.

Other shows have had bigger total grosses, but under different conditions and with higher ticket prices. Such attractions were priced at \$5.50 and \$6.50 at the box

(Continued on page 25)

M. D'ING TOUGHER THAN M. C'ING FOR WESTON

Joe Weston, after a year of M. D'ing, is in, c'ing again. Playing vaude, Joseph Weston (formerly Weston and Eline and Weston and Lynn) took up where he had left off in the medical profesh, hanging up a shingle in South Coventry, Conn.

But the med profesh must be even tougher, for Weston arrived on Broadway last week to launch a vaude return.

(Continued on page 25)

1-REEL MORALS SERIES FOR KIDS, WITH CLIPS FROM FEATURES, HAYS IDEA

Steel Pier's \$75,000 On 14-Hour Grind

Atlantic City, Sept. 10.

Steel Pier broke all its records yesterday (9) with an attendance of 100,000 for a gross of \$75,000 (75c admish) on the single day.

Wanderly bill over the holiday was headed by "The Goldbergs" from radio. In addition pier played three first run films including "Hail, the 300" (Mats West).

One show runs on a 14-hour grind daily, all for the one admission.

A comedy-oriented course in morals is being attempted by the Hays office for the screen. Like orange juice disseases custom and makes some children like it, so Haysites believe they have a presentation method whereby the teachables can be made potable to young as well as old.

If kids attend 21-one-reel moral lessons, which are figured necessary to cover the adolescent territory, Haysites are confident America will not the next generation of adult picturegoers just what they should be.

This is regarded as picture circles

(Continued on page 25)

N. Y. Spots Booking Bands on Debbies' Say-So; 'Names' Don't Count with Em

Phone Calls

Circuit showmen report people are starting to call up exchanges and theatres to find out which pictures are black-listed.

Inference of the conversations is that they want to see the banned films.

GRID GAME AIR RIGHTS BRING \$6,000

Chicago, Sept. 10.

Dodge Brothers auto distributors here will pay the Chicago Bears, professional football team, \$6,000 as a premium for permission to broadcast the pro games locally. Deal is a precedent in this field and is looked upon in the radio biz as setting a possible general policy on the part of sponsors and athletic organizations.

Broadcasts start on Oct. 7 over WGN, the Chicago Tribune station. Ruthrauff and Ryan locally is the agency.

Understand that with the premium added the show will cost Dodge \$1,375 for the three-hour broadcast weekly, the station getting \$700 for the time and the remainder of the coin going to the Chicago Board Corporation.

Present instance makes the first of a professional team collecting for the air rights to a game.

Legit Actress Enters New York Politics

Charlotte Orr, former legit actress, is candidate for the Democratic State Committee for the 10th New York Assembly District. Takes in all of Times Square.

Miss Orr's first show was "As You Desire Me." She was also in "Clancy with Showers" and Blanche Yurka's production of "Electric Girl" got into politics in 1932 by going to work for the election of Longton Post, Tenement House Commissioner. She left the right for Post Brooklyn, then decided to stick in politics on her own.

Philly Booking Agcy. For Blind Musicians Splits Backyard Gross

Philadelphia, Sept. 10.

Newest and most unusual scheme yet uncovered here is the one being worked to build up the business of blind street musicians. Police investigation reveals that a central Philly "booking agency" with offices in nearby Eastern towns manages the affairs of those sightless musicians for a cut of the gross.

Two accordian and sax players, picked up by the local mountaineer squad, explained that they were brought here from Pittsburgh by the agency. Although good musicians, they prefer working out of this booking office as they are assured of valuable street corners and protection against any musciling-in by rival bootes and bidders, they said.

LION KILLS RING HORSE THEN COMPLETES ACT

Rochester, Sept. 10.

Performing lion in Capt. Scholte's circus at the Rochester Commercial exposition killed the horse he was riding in the ring at this Friday evening performance. He had attempted to injure the animal at the matinee performance but was frustrated by the keeper. Believed he was angry at the horse, which had been slipping on the wet floor of the cage.

Dead horse was removed from the ring and the lion then went through remainder of act's routine.

(Continued on page 25)

MEDICINE IN THE PARLOR

Chain Income from Time Sales

NBC

	1934	1933	1932	1931
January	\$1,373,923	\$1,308,995	\$1,056,417	\$1,028,860
February	1,197,297	1,142,784	2,671,609	1,924,778
March	2,473,400	1,397,463	2,864,783	3,164,434
April	2,368,110	1,691,177	2,649,893	2,196,930
May	2,472,594	1,662,887	3,205,446	3,101,536
June	1,843,749	1,512,139	2,081,468	1,931,155
July	2,084,620	1,376,993	1,826,428	2,097,975
August	1,735,555	1,407,843	1,746,326	1,892,427
Total	\$17,688,049	\$13,354,171	\$16,679,510	\$16,266,024

CBS

	1934	1933	1932	1931
January	\$1,495,948	\$941,465	\$1,348,842	\$692,215
February	1,387,823	884,977	1,319,114	750,621
March	1,554,804	1,016,108	1,456,960	1,110,538
April	1,371,601	775,489	1,354,592	1,078,108
May	1,258,887	624,256	1,236,944	1,065,355
June	935,930	565,000	915,630	1,067,230
July	810,290	494,914	891,183	877,366
August	805,230	490,634	840,942	774,618
Total	\$9,107,022	\$6,740,397	\$8,833,197	\$7,403,530

August Okay With Both Networks; NBC, \$1,735,555; CBS, \$605,230

ANALYZES BUILDER-UPPER

Cheer Money vs. Glory Theme Partly Answered

It's tickling for a warbler to take the place of Annette Hanshaw. The Benton & Bowles agency is making it point to remind candidates that the Maxwell House Show Boat has developed a reputation for making stars. This angle, suggests the agency, should be borne in mind when it comes to the salary question.

One of those receiving the star-making nudge from the agency last week was the booking rep for Jane Froman.

You know what the program has done for Lanny Ross? remarked the Benton & Bowles spokesman.

It happens that I do, was the agent's rejoinder, but without the benefit of Show Boat Jane Froman is able to get \$2,000 a week from theatres. With his two years on the program the best that Ross could do on Broadway was \$2,500 a week.

Both national networks should have no difficulty topping their September '33 grosses by a substantial margin. NBC, in particular, might even exceed its record September take, which goes back to 1931. In September '33 NBC did \$647,204, while two years previous it gathered \$1,951,326. CBS, last September, grossed \$647,303 and in '31, the like month, gave it \$647,128.

10 NEW SHOWS START OCT. 1

NBC has 10 commercials slated for unteaming on a single day, Date is Oct. 1. Bunching will establish a record for the web.

Accounts bringing in new programs on that day are Plough, Viola Chemical, Blue Coal, General Mills and Motts. In the case of Beechnut Gum, Wardsbury Soap, Ivory Soap, Rainion Purine and Folger Coffee the date will mark the resumption of last season's programs.

Being blue-penned are such un-

BUT NO VIVID VOCABULARY

Successors to Kickapoo Indians Have Entry to American Parlors Via Radio but Must Not Offend Good Taste by Overly-Graphic Descriptions of Symptoms

SEN KANEY LIST

Chicago, Sept. 10. Now that the great American medicine show has stepped from the back platforms of trucks, the empty stores on Main street, and the Saturday night corner under flickering gas flares, the 'dose' have to watch their language.

Radio made it possible for the medicine shows to enter the family parlor and radio it seems in insisting that the doses remember where they are and use parlor language. Expressions too graphic for common usage or offensive to Americans generally must not be employed. Some pretty clinical terms have been heard over the air in the medicine show spoils as part of the 'fear' campaigns. NBC, for one, doesn't want those outside plays against good taste repeated.

After some four months of operation, the NBC script supervisor department as headed by Sen Kaney has set up a list of words and phrases which are not deemed suitable for the air. Some 90 words in all are being eliminated in scripts wherever possible as injuring not only the station but reflecting on the advertiser and the agency. Majority apply to radio medicine shows.

There is no hard and fast rule regarding these words as noted by Sen Kaney; there being several instances where the style of the advertising copy makes them permissible. In other cases, words which are completely innocent and innocuous are banned from the air because they are used in connection with other copy which makes them dangerous.

NBC script supervisor has been contacting both agencies and advertisers on these problems and has found both parties willing to listen to reason. The contention is that the use of off-color expression will eventually hurt the entire radio industry and thus harm the potential revenue of the advertiser himself.

Previously the Kaney department had issued several rules regarding competitive copy, which stated that one product was 'better than' or 'more than' or 'the best' in the world.'

This list of off-color expressions is an extremely flexible affair and merely points the way NBC is proceeding to keep the advertising copy as free of offensive material as possible.

Being blue-penned are such un-

Varieties

Pimpin.
Boila.
Bruttons.
Kching torture.
Scratching.
Agony.
Hotchon.
Biliousness.
Condiposition.
Minimilation.
Yermentation.
Putrefaction.

Souring.
Hour ringing.
Decay.
Diarrhea.
Gas.
Infected area.
Infection.
Nausea.
Expectant mothers.
Pregnancy.
Sores.
Reaching.
Holly.
Blissons.

Gagging.
Gooey.
Hawk-up mucus.
Phlegm.
Phlegm-clogged nostrils.

Vile.
Keep nostrils as clean as teeth.
Liveritis.
Vaginal secretions.
Meatless.
Stomach.
Hour.
Distended.
Vomiting.
Colic.
Colitis.
Cracked toes.
Piss.
Inverted teeth.
Blind.

Schedule of Activities

The tentative program for the Twelfth Annual Convention of the NAB to be held at Netherland Plaza, Cincinnati, Ohio, September 16, 17, 18 and 19 is as follows:

SUNDAY, SEPTEMBER 16, 1934

7:00 p. m.

Meeting—NAB Board of Directors.

MONDAY, SEPTEMBER 17, 1934

10:00 a. m.

Call to Order.

Address of Welcome—Hon. Russell H. Williams, Mayor of Cincinnati, Ohio.

Address of the President, Alfred J. McCooper.

News by Radio—C. C. Dill.

Federal Communications Commission—Hampton Gary, Chairman.

Broadcast Division, Federal Communications Commission.

Radio and Human Liberty—William Hard.

Appointment of Committees.

Announcements.

Adjournment.

2:00 p. m.

Call to Order.

A Resounding of Code Administration—John Shepard, 3rd, Chairman, Code Authority for Radio Broadcasting Industry.

Report of the Managing Director—Philip G. Lauke.

Report of Legislative Committee—Henry A. Hollings, Chairman.

Report of Engineering Committee—Joseph A. Chamberlain.

3:30 p. m.

Duffet Supper and Smoker given by Cincinnati Radio Stations.

TUESDAY, SEPTEMBER 18, 1934

10:00 a. m.

Call to Order.

The Advertiser Builds a Program—H. J. Quilliam.

Report of Commercial Committee—Arthur R. Church.

Report of Committee on Cost Accounting—H. K. Carpenter.

Report of Tax Committee—H. M. Rubin.

2:00 p. m.

Call to Order.

It's Up to You—Ed. Thad H. Brown.

Radio Advertising and the Federal Trade Commission—Hon. Edwin I. Davis, member Federal Trade Commission, Washington, D. C. Coordinating America's Amusement Industries—Sol A. Rosenblatt.

Report of Nominating Committee.

Election of Officers.

Adjournment.

3:45 p. m.

NAB Annual Banquet.

WEDNESDAY, SEPTEMBER 19, 1934

10:00 a. m.

Call to Order.

Widening Horizons—A Conception of the Opportunities, Responsibilities and Problems of Education by Radio—Fred Willis.

Copyright Division:

Report of Oswald E. Schuetze, Copyright Advisor of the NAB, Report of J. C. Hosteller, of Baker, Hosteller, Stots and Partner, Cleveland, Ohio, copyright renewal.

Report of I. D. Levy, Treasurer of NAB, Philadelphia, Pa.

2:00 p. m.

Call to Order.

Report of Resolutions Committee.

Installation of Officers.

Adjournment.

Hershfield Off

Harry Hershfield is off the Hearn program on WOR at the end of first 13 week period. Option not picked up. Program undertaken drastic change three weeks ago.

Understood the Julie Bernstein program, 'Hysterical History' on same station will replace Hershfield for Harry's.

Wynona's Babies on Air

Mac City, La., Sept. 10. Wynona's quintuplets babies, one of whom died recently, went on the air today via the NBC network in a special broadcast, a milk company sponsoring their debut.

Town of 6,000 was in a turmoil, with many torn between desire to stick by wife, or gain a vantage point to watch pre-program preparations.

Giggling.
Gooey.
Hawk-up mucus.
Phlegm.
Phlegm-clogged nostrils.

Vile.
Keep nostrils as clean as teeth.
Liveritis.
Vaginal secretions.

Meatless.
Stomach.
Hour.
Distended.
Vomiting.

Colic.
Colitis.
Cracked toes.
Piss.
Inverted teeth.

Blind.

Seattle Returns Oct. 1

Chicago, Sept. 10. Dick Steers, Boy Reporter, returns to Columbia system on Oct. 1 for a regular five-times-weekly ride for Educator Biscuit.

Merrill Finch will continue as the lead performer. The agency is Mitchell-Sampson-Hummert here.

Coughlin on Coast Ether

Kansas City, Sept. 10. Harold F. Watt, 34, chief engineer of radio station KFHQ at St. Joseph, Mo., was almost instantly killed when his left foot came in contact with a high voltage terminal in the generator room of the transmitting station.

Accident occurred at 6 o'clock, just as the station was beginning its daily broadcast. Upon orders from Clarence Koch, manager, the station was silent the rest of the day.

Using Mails to Defraud Charge Against Price; Broadcast Over WNEW

Joseph Price, 24, who has been broadcasting for two months over WNEW, New York, and WICC, Bridgeport, was arrested last week by the Federal government charged with using the mails to defraud. He broadcast under the name of the Cosmic Science Church, Inc., of Los Angeles.

Station asked listeners if they would like to hear the Catholic priest over their home station and for a week the affirmative answer ran up to 700 a day.

ANYBODY'S GUESS ON N.A.B.

N.A.B. Controversial Points

Seven issues that may arise on the convention floor or in committee at Cincinnati were the basis of an interrogation made by Vanterry among a group of broadcast leaders. Comment was solicited on these matters:

1. Do the networks dominate N. A. B.?
2. Should there be a new organization?
3. Should small groups of stations organize for collective and protective bargaining to forestall individual disadvantages in dealing with networks?
4. Do stations oppose the networks setting up as spot representatives?
5. What should be done about ASCAP?
6. Should transcription identification be eliminated?
7. Who should be N. A. B. president?

'Some Time to Call Their Own' for NBC Affiliates Starting in 1935

As another gesture toward consolidating its affiliated stations NBC, beginning with the 1935-36 broadcast season, will not add a specific number of periods which the local stations will be able to sell their own. These periods will be blocked off as not available to network advertisers.

By a single stroke the web figures to overcome critical attack from two different sectors. One will be the education-by-radio element whose claim for special cultural facilities has been in large measure founded on the argument that local stations are swamped with so many network commercials that they are unable to devote any of the choice evening segments to programs of public interest, etc.

Other factor that NBC hopes this move will serve to pacify are the stations themselves. With the foreknowledge that certain evening spots not be requisitioned by the web, the associated outlets will be in a position to impart to this phase of their daily schedule something of a local flavor. At the same time it will allow them to rash in on the full card rate from local or national spot advertisers and make up for some of the difference between this rate and the compensation they get from the network.

Storer's Idea

To the broadcast bridle the idea of a network setting aside a definite portion of the schedule for local use is not exactly new. When George Storer embarked on his organization of the American Broadcasting System he let it be known that his contracts with stations would contain a clause guaranteeing the latter at least a half hour of evening time and an hour of afternoon time for strictly local plotting.

1ST KRAFT TABLOID WITH BILL GAXTON

At the introductory tab on its musical comedy series Kraft-Phoenix will this Thursday (12) use the score and book of "60 Million Frenchmen." William Gaxton is the only stage name brought in for the initial condensation.

Tab will run 20 minutes with the best of the program's extant points dependent on Paul Whiteman and his troupe.

Greig-Blair Adds 3

Chicago, Sept. 10.—Greig-Blair & Spight special rep. has added a trio of stations to its list. Latest tagged are WWJ in Detroit, WIP in Philadelphia and WBAL in Baltimore.

Brings the O-B-S string to 15 stations.

Pat Lewis on WEN

Pat Lewis, one of the oldest local radio advertisers in New York City, started an afternoon series over WEN Sept. 7.

Lewis first used radio advertising in 1924.

Martin Va. Martin for Radio Editors' Presz, N. Y. Boys Sideset

National Radio Editors' Assn., which will hold its convention in Cincinnati synchronously with the N.A.B. conclave, has mailed ballots to all radio editors throughout the nation. In returning \$1 with the ballot, radio editor is automatically a member of association.

Official ballot gives four names, Charles Gilchrist (Chicago News), Norman Selig (Cleveland Press), Rita Rao (Milwaukee Sentinel), and Orrin Dunlap (New York Times), from which choice of two vice-presidents is to be made. Secretary-treasurer is to be selected from among Alton Cook (New York World-Telegram), Robert Stephen (Cleveland Plain Dealer), Ted Raper (Columbus Dispatch), and J. L. Stephen (St. Louis Globe).

Similarly to pick seven members of executive board, 15 names are given.

The presidency is not a field of choice. Only Darrel V. Martin of the Pittsburgh Post-Gazette is nominated to succeed E. L. Bragdon of the New York Sun. Martin is the steward secretary. Ballots were mailed under his signature.

Convention of the National Association of Radio Editors and Writers in Cincinnati Sept. 17 will be without representation from among the New York columnists. Metropolitan bunch have agreed to stay away from the event. They feel that there was no justification for calling the meet at this time and place.

Darrel V. Martin, radio ed of the Pittsburgh Post, sent out the notice of assembly. As secretary of the NAREW he figured that the boys would be interested in tuning in on the doings of the National Association of Broadcasters, which had picked the same town and time for its annual gathering. New York radio eds have a different slant.

They don't believe that newspaper readers have any curiosity about trade stuff, and that, although the Clancy get-together might be productive of a good time, there would not be enough material for their column to justify the swindling sheets.

Last time that the radio editors' association convened was in 1931.

Dorothy Gibson's Job

Pittsburgh, Sept. 10.—Dorothy Gibson, wife of Jack Gibson, program chief at KDKA, has been made radio editor of Hearst's Sun-Telegraph. Formerly with Chicago Daily News for years, she succeeds Jim Mays, who has switched to Gulf Company's radio broadcasting department.

Curious twist is that the Hearst radio station, WCAG, is closest rival of KDKA.

NOT SURE WHAT MIGHT HAPPEN

Convention in Cincinnati Next Week May Focus Attention on Burn-Up Questions—Delegates Jittery

PARTY STUFF

By BOB LANDRY

One week before the Cincinnati convention of the National Association of Broadcasters (Sept. 17-19) the delegates aren't sure whether they are going to fight or feast. It may be the year of the big show-down or it may be just the biggest three-day entertainment in the history of broadcasting conventions.

It looks like unprecedented efforts will be made to divert the boys to social reunions on a scale never previously envisaged.

On the other hand, the very calm and quiet lack of advance certainty as to what will or might happen has some of the guessers expecting fireworks. Highly inflammable matters may refuse to remain safely corked. Tension between stations and networks is almost pathological. One diagnosis calls

N.A.B. Presidency

Four names are being mentioned for the N.A.B. presidency the coming year. None are candidates in the sense of seeking the job, but all have their adherents. Listed alphabetically, the maybees are:

Lee Fitzpatrick, WJR.

Affred McCosker, WOR.

John Shepard, 3rd, Yankees.

J. B. Wilson, WCKY.

Understand networks will oppose Fitzpatrick, Shepard or Wilson. Reversely, the Indians will oppose McCosker, incumbent president, because of WOR's connection with NBC, a semi-official intimacy. Also McCosker has held the job for two terms and there is sentiment against a third term as contrary to best interests of N.A.B.

for an operation. Another prescribes complete freedom from disturbances as that time may heal the pain.

Hand Grenades?

If the "inertgants" hand grenades start popping, the show on the convention floor will eclipse anything the ringmasters can arrange outside.

In that event this may materialize as the year of the big show-down. Yet a prognostication based on replies received to a questionnaire sent out by Vanterry would indicate that middle-of-the-road policies are likely to be followed. Meaning the boys will be 50% business men, and 50% Omar Khayyam.

Majority sentiment tends to suggest that a secession movement leading to a divorce of independent stations from NAB and the establishment of a second and new broadcasting organization with membership denied to network-owned or controlled stations isn't probable. There is some sentiment in that direction, but the delegates shun away from the split fearing the unknown possibilities of such a move more than the known dis-satisfactions of status quo.

What Wooten Thinks

Hoyt Wooten, president of WREC, Memphis, thinks the solution to network domination lies in a determination not to elect network men to important committees or offices and thereby keep the convention and the organization piloted by the station-men themselves. Lew Weiss, of WJL, Detroit, feels that the networks and stations must learn to co-operate for mutual advantages. He does not regard intra-organiza-

Radio Code Authority Demands Lowdown on Crazy Crystal Deals

Madge Kennedy Guest on Beechnut Gum Serial

Beechnut Gum will also use name players for its serial, "Red Davis," on NBC. First of these spotted for the three weekly affair is Madge Kennedy. Deal will have her in on Oct. 20, 24 and 26 broadcasts.

Account has made a similar gesture arrangement with Alex Dutra, national open golf champ.

Washington, Sept. 10.

A sweeping show-down of the broadcasting industry's sincerity toward trade practice provisions of the radio code was invited last week by the broadcast code authority in demanding from every station sworn statements of contractual obligations.

All broadcasters were directed to file immediately statements showing whether they have entered either written or oral agreements to carry Crazy Crystal programs and the terms and conditions of existing contracts. Stations in the first four zones were given until Sept. 18 to produce the requested information, while Far-West stations were allowed an additional five days to submit their statements.

While the summons is expected to set up a hornet's nest and conceivably will result in flat refusal of various stations to reveal this information, the code authority intends to make the matter a decisive test of its powers as well as of the industry's attitude toward code clauses prohibiting cutting of posted rates.

Reports that chiseling on rate cards is spreading throughout the nation in an effort to obtain contracts through this dratistic order. The code authority feels that a show-down over the observance or violation of the rate provisions is inevitable and has taken the attitude that the sooner the issue is settled the better for the entire industry.

Order is sufficiently broad to serve as a vehicle for several other tests, including determination of its power to command information, and the National Recovery Administration's willingness to support code authorities.

If, as is more or less expected, certain broadcasters defy the code authority order and refuse to submit the information, the recalcitrants will be cited to the NRA as code violators and punitive action will be demanded. Similarly, if statements show that rate-cutting has occurred, stations will be ordered to boost rates or cancel the unfair contracts, with haulouts being certified to the Blue Eagle headquarters for penalties.

Good Test Case

Crazy Crystal program was specified. It is understood, because of the reputation this firm has within the industry for driving smart bargains and because the program is broadcast in every part of the nation, by both networks and individual stations, with live talent and recorded programs.

Although confronted with the necessity of checking rate-cutting, the code authority has been victorious in its first fight over the question of observance of trade practice provisions, it was revealed last week. Virtually all of a dozen small broadcasters who for weeks refused to post rate schedules and who defied the code authority have come through following threats from the NRA to jerk Blue Eagle tags and institute legal action.

Forthcoming test will be the first attempt of the code to put its authority to trial and marks the initial move in a campaign to round up code violators who are reported to be gaining confidence because of lax enforcement by the NRA of codes in general.

Paster a Showman

Charlotte, N. C., Sept. 10.

Rev. M. F. Ham, evangelist, has laid \$1,000 on the line for a series of broadcasts of his sermon over WSOA, Charlotte, N. C. The preacher set up in Charlotte in the face of considerable opposition.

He has erected a temporary wooden tabernacle at a cost of several thousand.

New York Radio Parade

By Nellie Revell

An advance exploitation for their new 50,000-watt transmitter which goes into operation on Thanksgiving Day, WOR has Tom Lane, sales promoter, not contacting mayors of various towns to come to New York and speak to other mayors of country over WOR. Program has mayor of Philadelphia not for first show, Mayor Walmoor of New Orleans is due in to speak also.

Country-Wide Fashion Show

Arnold Constable goes on CBS coast-to-coast hook-up for one show on Sept. 19 from 3:30 to 4 p.m. Program is a fashion show which will be on 22 stations and be used in 52 stores throughout country. Broadcast will come from fashion show in Arnold Constable's in N. Y. Same gown to be modeled in each store at same time while announcer talks on gown in N. Y. Charles LeMaire meibie as announcer.

Scriptures vs. Securities

AHE has a daily show called "Pitch Investors Service" Eric C. Olsen is the "Service" and broadcasts daily from his office in Wall Street, pluging his joint sheet for stock market specie. Sundays, however, he broadcasts from his home only this time his show in a religious sermon.

Col. Patterson's Army

A Salvation Army committee man was in conference with an NBC executive about broadcasting the arrival of General Evangeline Booth. The program was okay with NBC but when the committee suggested having the chairman of the committee introduce the General NBC was cool until the radio official asked who the Salvation Army chairman was. He nearly fainted when the Salvationist said it was Colonel Patterson.

Advertising Agency is Always Right

A woman connected with one of the advertising agencies caused a shake-up in the CBS announcing staff. The madame squinted about the dull similarity of the announcing staff. To please her, Tom Coates, the newest member of the staff took the rap, and two new men, Hal Moore and Del Bharrett, were hired. CBS and Coates parted best of friends.

Bonobled Notes

Worcester (Mass.) Gazette wired for further info on Watertown divorce and remarriage since first Mrs. W. was a native of that town and her family had no news of the split. When you hear the Lanny Ross Log Cabin Jon Oak on that new D&B show over NBC it will be Harry Salter's new outfit with Harry as ghost conductor. Salter leaves for coast to organise band of local talent for use on coast since Lanny can't return to N. Y. for first three weeks of show...Anita Kunzli is now addition to Hoky show...Teddy Bergman joins the cast of Life Begins at 6:45 to understand Latin who has a bad gam...Ward Whalen has a baby girl born in the Astoria Sanitarium last Thursday...Frank Graham, sport columnist for the Eve Sun will be on one of the networks next month...Edward Krug of WGB and WKW, Buffalo, in new announcements at AHE...Maurice Chevalier accompanied Leah Ray to her rehearsal of the Phil Harris show at NBC...Parker Fennelly will be on the Kate Smith Wednesday afternoon show in mystery comedy script of his writing. Gladys Harbut also on show. She is author of last season legit show "By Your Leave" which starred Dot Gish...Nat Halperin, vaudeville headliner, will guest star on the Ben Selvin show at WOR on Sept. 14...Height of futility: Leon Delasco tutoring George Givot on how to pronounce long words...Mark Warren supplies the music for the Byrd show though he gets no billing...Grace Hayes been renewed on NBC.

Auditioning

"The Making of Montague", conceived by Peter Van Steeden, written by Al Miller. As auditioned was for a half hour spot at NBC. "New idea" of shows: all dialog in rhyme: "Cast of Mary McCoy, Bob Shimmons, Bustace Wyly and Smart Set Quartet once known as "Hondoliers"...Crumit and Henderson auditioned for Bond Bread at NBC...Kay Swift, Ed Heyman and Ray Heatherton auditioned for NBC. Kay Swift is first of James Warburg of Bank of Manhattan Co. Under alias of Kay Swift and Paul James they wrote tunes for "Fins and Dandy" and "Garrick Gaieties". Howard Levy directed the art...Final Burns and Allen show as additional calls for Burns and Allen, Bobby Dohm, Kings Guards and three gal voices, dramatic actors and all at CBS...Robert Maxwell, Dick Lehrer and organ, Melvin Koch and Mildred Linn at NBC. Lehrer and organ only music on show...Pete Primes at Columbia.

CBS "School of Air" will return in October as soon as commercials are all set. Program calls for four shows: a week, large east and large budget. So far 60,000 schools through U. S. A. and Canada have asked for literature. Teacher frame studies around these broadcasts...John McCormack, once program manager of WINS, to Cincinnati as production and program man at WKRC...Belle Baker sells for London on Sept. 18 to begin a limited engagement at the Palladium on Oct. 1. Her first professional appearance over there...Donald Novis and Frank Luther entertain bunch at rehearsal by playing piano...Judy Dederidges was an Eastern Air Transport hostess. When the mail contracts were canceled she was fired. Now working for ABE and has charge of fan mail...A full shuffling of offices at NBC will have the program, sales and library departments being shifted with a resulting mess of confusion. To add to the furor all the inside phone numbers will be changed...Betty Finey, secretary to Ralph Wonders of CBS in vacationing...Lambs Club lining up talent for a show on air with a sponsor. The talent is to be gratis with money derived going to the Lambs Club morgue...I. I. Fox interested in show...Van Vaerhees, Hugh Conrad and Cal York of CBS are one and the same man...NBC is having difficulties trying to sign the English Gilbert and Sullivan troupe for the Sunday spot vacated by "Goin' to Town". They're tough businessmen.

Gossips

Paul Dumont, NBC production man, will write and act in the minstrel show that Mollie will present in October...On the passenger lists of the doomed "Morro Castle" was a Charlie O'Connor. NBC was awed with phone calls asking if it was the announcer. It wasn't. Myrt and Marge feel right at home these days. They are vaudeville in Phila with Ray Hedge, Tom Post and Richard Earle rounding out their cast...Horatio Zito of the Waldorf is a native of Montevideo, Uruguay, and only native of that country on airwaves...Jackie Heller in town over the weekend to see the McLarnin-Ross battle...Ed Lowry returns to vaudeville on the 23rd...Ted Black will return to Cafe Loyale with a ABE wire...his fiancée Arlene Black also returned to ABE staff...Florence Britton of CBS dramatics came to radio via movies and stock. On the coast she worked for Ronald Colman pictures, then East to join in "The Lake" and "Shining Hour" and so to stock in Maine where Courting Savages saw her work and auditioned her for radio...NBB is picking up Guy Lombardo orchestra from round country while Guy is touring. Eventually he will root in Philadelphia and go on the network from there.

Stand By

Pages at NBC have been supplied with info about the St. Louis of Radio Center. To be used in selling the tour. "Hank" Parkyn of music division at NBC will wed during his vacation. Wife is not of radio and comes from Englewood, N. J...Diana MacLaren is new blues singer at

Sponsors-Agencies

Richfield Oil account moves to Fletcher Ellis agency, New York, from Goyer-Cornell.

Charles Bloom (pillows) in a radio advertiser-to-be. Albert Frank-Guenther Law agency, New York, handling.

Lafadine (antiseptic) account now with J. M. Mathes agency, New York.

Pontiac automobile now agented by the Detroit firm of MacManus, John & Adams.

Cambell - Sanford agency, Cleveland, has designated Earl Cook as overseer of its radio activities.

A. J. Krusk (Latherkroom) of St. Paul is radio-minded. Chicago office of Reinhart-Elliott-Younggreen-Flum agency in charge.

Penn Tobacco is active in several directions on behalf of Kentucky Winner's cigarettes. Ruthrauff & Ruthrauff agency, New York.

Jesse Davidson's title at Young & Rubicam agency is general manager of the radio department, but William R. Stubler retains his position as No. 1 man on all things pertaining to broadcasting in the agency.

Bromo Seltzer last week listened to Grete Kehler.

Bromo - Westjan agency, New York, reported readying to embark some of its patent medicine accounts on radio ventures.

Nu-Kensol is sponsoring a series over WOR, Newark, Mondays and Fridays at 10 p.m. Uses Frank and Friz Cronin.

Bush Laboratory has Doctor Haecker spelling daily at 4:45 p.m. over WOR, Newark.

Weiss Graps Juice program three times weekly with NBC, starring Irene Rich, changes time to 5 to 8:15 p.m. EST on Oct. 6. WHAM, Rochester, will be added to the list of stations already broadcasting the program.

Wax Works

Dayoff goal of the other shortly with a number of five-minute platters. Will be spread through the eastern territory as a start, beginning around Oct. 1.

Account handled through the Blackett-Sampson-Hummert agency, Chicago.

Central Shoes company is extending its program of "Robin Hood" adventure stories through some 16 stations nationally as its distribution spreads.

Hitting for two 15-minute programs weekly on platters through the Jim Dougherty agency of St. Louis.

Philco is turning out through World 20 quarter-hour musical recordings for bankrolling by local dealers. Soliciting of the local discs will be left to the stations. Disc series will be shipped to around 200 stations.

Nujol goes spot broadcasting as soon as it has completed a dramatic disc series. Stencila will be broadcast for 12 weeks at the rate of three a week. McCann-Erickson agency is working on the station list. Program will be tagged "Nujol Clinic of the Air."

WOR came from coast where she sang for both chains...Paul Douglas of CBS announcing staff is divorced...4 Royal Jesters will not return from night-clubbing in London until Oct. 2...Larry Hardling of CBS announces is vacationing in Washington, D. C., for one week...Eva Jiles out of the hospital after a serious operation. She will be in town shortly...AES casualties include Betty Stoen, soprano, who while returning from vacation on Lake Erie strainer was thrown from bus during a storm and has a bad shoulder. Bettie Gleam of dress dept has a bad gam...John Hewitt, emmett at NBC, was first to do plays on television. For two years staged them on WAKM. Now in addition to acting on Palomine show he goes to WTC, Hartford, for "Poste Interlude"...Phil Carlin back of his book after a week's illness...Tiny Turnley of Herald Tribune staff and Tampa (Fla.) Times has joined staff of Dave Casen, press man of WOR...Elsie Dawson, NBC hostess, did a small commercial spied on the last Fred Allen show. Two hours after she got the job the Cleveland office of NBC was looking in to listen to her as 'is her home station...Howard Wiley of NBC production will wed in three weeks. Freda in Philly grand opera singer, and protege of Leopold Stokowski...Hilda Constan's son Hasting may soon be doing business with his dad. He was trying to sell a hand-leading customer to Ed Wolfe for radio.

Radio Chatter

Hawaii

Harry Owens and his Royal Hawaiian will go on the air at KGU for an NBC program to be broadcast for the next four months over this station. Jim Wahl will announce this 10-minute show each week.

Mutual Telephone Co. here are using Ed and Zola transcriptions, which are very popular here.

Fred Hart, new owner and manager of KGMB, getting new program line up. This station operates continuously now.

Japanese and Chinese programs are taking the better hour spots here, with the Chinese, at KGU, taking Sunday afternoon, and Japanese on KGMB.

New York

Mrs. Claudine McDonald, NBC's only female announcer, has returned to the job after a two weeks' vacation in the mountains of New Hampshire. During her absence, Charles O'Connor, who signs on and signs off the Woman's Radio Review, handled the announcing for entire program.

On his vacation, Tom Lee, WGY announcer-actor-author, spent most time mixing with the theatrical and literate crowd down Connecticut way. Also automobile to Cape Cod with members of the Lewis family.

Harold Stanford, musical director of Two Seats in the Balcony, an afternoon NBC red network支柱, had a birthday last week, with the announcer bespeaking greetings over the air, from the cast, Henry M. Neely, "The Old Stager," and an associate of Stanford's, still from his days of his job.

Alfred Eason, WGY engineer and announcer, has sung in Shubert productions and made other stage and club appearances. Also has broadcast from stations in New York City.

Emerson Markham, director of WGY agricultural programs, is back at the mike after a vacation, during which Bob Cragin substituted for him.

Am. O. Coggonhall, production-program director of WGY, announced his retirement from the cast of The Manhatten (Don and Lee Moran) over the NBC red loop. "Coggie" took regular turns at the mike in the early days of WGY.

Annette McCullough, WGY singer, back on the air for local broadcasts and program piped to the NBC red circuit, after an illness. In addition to radio work, Miss McCullough is in a N. Y. State department.

When the moon comes over the mountains, health will be looking at it from a Park Avenue apartment. Ebulient soprano has leased a swanky "big ig."

Charles Carlie winds up a three-year connection with CBS Sept. 11. Joe Orlando now warbling with the Don Paul band.

Easy Ace is substituting apt. of Walter Myers, the agent, now on CBS.

Changes in the hotel's management canceled Jack Donny's opening at the Piero last Thursday (6).

Andy of Amos 'n' Andy made it champagne for the ship news boys on his arrival from Europe last Friday (7).

Ted Fletcher, WOR "Lonely Cowboy," playing theatre dates in New Jersey.

Vaughn de Leath, who dates back to 1918 in radio and is one of the handful of ground floorers among those still broadcasting, will throw a big birthday party.

Three Marshall conditioning for NBC sponsor.

Michael, 17-year-old piano accordionist, who has broadcast with Valley and others, worked last week on "Anytime," NBC's new talent program.

Mildred Bailey starts for Vicki Oct. 1 on the NBC (WJZ) net. Singer will do three-a-week.

Delaware

Richard Horner and Virginia Randolph Kelly, both WDRL soloists, have been armed in lately. None of the transmission operators smoke.

Charles Hackott, WDRL reporter on Local News, will return to the airways soon after a prolonged summer lay-off. Hackott is City Editor of the Delaware Sunday Star.

Sam Tammam and Katharine Dettling, both formerly connected with WDEL, were married recently in Wilmington. Jack Price, WDEL control man, is confined to a nurse's home in Philadelphia during practically all of his hours off duty.

White bulls won't toll till first of year. Ruth Aufenauer, WDEL secretary, and her hubby-to-be have already picked an apartment in New York.

Vic Callie, organist for WDEL, composed and played his own wedding march.

A 12-hour Sunday operating schedule will go into effect for WDEL Sept. 16.

Illinois

Bob Becker, Reed Myers and Ned Pyle are back from a fishing trip in Wisconsin.

Jeanie Lang to St. Louis to visit with her mother for a few days.

Bob Kaufman on a trip to Milwaukee.

Holly Shively back to CBS from New York.

Frank Melton on the Armour hour as second guest during Phil Baker's afternoons.

Horace Williams to Hollywood the end of September.

Dorothy Page to join the Jan Garber program.

Jackie Keller in New York for a week.

Ruth Seaman engaged to be married.

WHIF, Rock Island, has added a Kate Smith to its staff, Mrs. Bill Ladigren, patterned both in figure and voice a la Kate, doing a Wednesday night (7) some period with Tommie Ott, studio pianist, formerly of WLW, accompanying.

California

George Fisher is handling the Don Cave orchestra at Del Mar for the KFWB remote.

KFWB and Safeway Stores invited a party for 3,000 orphans with Joe Brown, mincing the kiddies.

Terry La Francon, KFWB vocalist, is a featured attraction at the Biltmore Bowl.

BHI Ray, KFWB basket, is heard on eight stations via the dim route.

Terry La Francon finds time to act in Spanish film versions at Warner's, and when ever KFWB and appears at solo shows, Jimmy Greer of the Biltmore in L. A.

George Fischer is announcing the KFWB remote of Don Cave's orchestra at Santa Monica.

Guy Earl fitting from office to office to plug the vacancys gaps.

Every station getting its share of political ads.

"Jimmy Allen" dies serial goes over KWKX for Richfield Oil. Death by Pat Campbell for World Broadcasting.

Cliff Anderson, NBC traffic manager at Frisco, and Bill Andrews, chief Barker, are in L. A. on vacation.

Richfield Reporter, for three years Dallas news paper, has been cited by DFWC since changing over to com-muting.

Russ Colombo is happier now that he has a Friday night spot on NBC.

Dr. George Leibling, concert pianist, who has been on KFWB, now has a substitute on KMTR, Hollywood.

Edith Cole, who has played leads in several western pictures, goes to KMTB for a twice-a-week torch program.

Phil Regan and Oliver Jones, late of the Central Park Casino, were dueted as guests on the KFWB Hi Jinx Sunday (9).

John Henry, KFWB announcer, took Joe E. Brown's rig seriously and is now using his true handle, Green Crump.

Edmund G. of the Chinese Art Theatre headed an Oriental program on the Family Circle KFWB air.

John Swallow took from a place serial vacation.

New England

Nate Tufts of Ruthrauff & Ryan agency now regular announcer holding Fred Roxy on Boston big league baseball broadcasts. He plays his when WNAC announcer went on vacation and has continued on in his place.

Boston Globe is using five-minute (Continued on page 48)

BODY-AND-SOUL MORTGAGES

Stations Kidding Talent

Stations, especially around New York, have argued that the opportunity to be heard was ample compensation for talent. Hence the multitude of turns broadcasting hopefully for nothing.

Among these turns are acts without a ghost of a chance of finding a market. If it betters them to be on the air or helps their prestige or money chances elsewhere, this may be okay. But they shouldn't kid themselves or be kidded.

Stations in the end will have to pay for talent. Because in the end there will be no room or excuse for talent not good enough to deserve being paid. Time-killers will be left in the 100-watters where anything is preferable to a steady diet of phonograph records.

There's a good deal of bane about the "opportunity to be heard." Rather questionable if many important people have much spare time for listening to programs on second and third string stations in New York or elsewhere. If anything talent on small out-of-town stations has a better chance for broadcasting gratis. In such instances the soloists are really out trying to peddle them commercially.

It gets down to a question of money to live on. Girl singer faltering in front of the microphone from malnutrition makes unwholesome reading. And not an occasional or exceptional act it may sound. Reputable moneymen compelled to give up 50% commission to a station stands to pay that plus theatrical agent, booker, or advertising agency fees on anything materializing outside the station. And after paying for his own orchestration the moneymen might just as well be traveling with a tent show. All in the name of radio opportunity.

Program directors or others trying to make a showing at the expense of talent are piling up future trouble. It isn't in the leaves that the kindly of talent whether by gibb person or blunt ultimatum can continue indefinitely. Swelling chorus of complaints must finally reveal a crisis.

Broadcasting was very lucky to get its NRA code through with the talent remuneration question left wide open. Stations might well weigh the essential economic wisdom of not providing the performers with much such evidence for affidavives. These abuses may some home to resent.

Dodge Auto Bankrolls \$1,375 Program on WLW With Joe Marks M.C.

Cincinnati, Sept. 10.

Rutherford and Ryan agency, Chicago, has set the Dodge Brothers auto account on the \$100,000-watt WLW for a 13-week 30-minute series starting Sept. 23.

It will be a \$1,375 show, having a 20-piece orchestra, the Ponce Sisters, John Barker, Oklahoma Jack Albright, a male quartet, and Joe Marks, the veteran vaudeville, as M.C. Regarded as one of most pretentious shows ever booked on a regional station.

NBC DENIES HOLBROOK UNION TIES ODIOUS

Notices were given last week by NBC to John Holbrook and Ted Jewett, both of the announcing staff. We're denied that Holbrook's exit was the result of union activity. Also that both men had any political ramifications.

Holbrook was brought down from WBB, Boston, two years ago, after he had won the Academy of Motion Picture or Other award.

Andy Selkirk's Suicide

Chicago, Sept. 10.

Andrew McElroy, radio musician and program builder, shot and killed himself in Chicago Sept. 7. He was formerly in partnership with Bob White.

Mrs. Selkirk is an instructor at the Abbott Dancing School and also a dancer at the World's Fair.

Jelly Coburn on NBC

Jelly Coburn's band will do a Sunday evening quarter hour over NBC's blue (WJZ) link starting Oct. 7.

Unit makes its debut two days before at the Metropolitan club, Newark, N.J., on the 4th floor of the RCA building. Group is reputed popular with society debonairies in Westchester, and Long Island.

DIANA BOURBON HAS CAMPBELL SOUP JOB

Philadelphia, Sept. 10.

F. Wallis Armstrong agency has retained Diana Bourbon, British writer who has done fiction and scenario work on both sides of the Atlantic, to replace J. P. McEvoy, resigned, as author of the scripts for Campbell Soup's "Hollywood Hotel" series, which starts on CBS Oct. 6. The highly publicity minded ad agency took the writer's English origin as cause to announce that she had been especially imported from London for the concern's show.

Agency auditioned three of her scripts last Tuesday (6). She will make Hollywood her base of operations. Miss Bourbon wrote scenarios for British-German and has made several stage appearances in legit. She had a story, "Atlantic Adventure," in the September issue of *Metropolitan*.

Accidental difficulty of Louella Parsons to inveigle picture guests grata have not yet materialized. Target for the first five shows are Claudette Colbert, Warren Williams, Ronald Colman, Dolores Del Rio, Edmund Lowe and Gloria Swanson.

PHILADELPHIA MUST HAVE STEADY MUSIC

Philadelphia, Sept. 10.

First step of the new season being taken by the Musicians' Union to enforce compulsory studio bands was instituted last week. Romeo Crim, local union head delivered the ultimatum that all stations must comply with labor regulations or else. Victory, during the summer over WCAU on the house band situation presented an early clean sweep of the town's remaining studios.

Present opposition is from the Mutual Store outlet, WIP, whose newly gathered large personnel-oriented has given the station a knotty problem. Complaint is that WIP's new connection with the Storer network will leave little local time available for Philly soloists.

Union rating places WIP in a Class B category, requiring an eight-man, full-time band.

AIR ACTS CHAMP CHISLER CHUMPS

Stalling Mgr. Element Ties Up Artists and Seldom Delivers—Show Up Only When Commissic Is in Sight—Act at Burglar-Proof Contracts? Merely

50% TAP

"Why did I sign that contract?" has become the radio blues.

Those singing the sad chant are performers and the contracts they are are mortgages on their future earnings given to business managers. These career pilots go into long silences during which the performers never hear from or of them. Then at the first hint or rumor that the artist has a commercial manager bobs up, either claiming credit for the prospective sponsorship or, if that is too raw, reminding the artist that all business transactions must be handled by the manager under the terms of the contract between them.

It is startling how many radio performers are riveted to managers in whom they have no confidence and often never speak to. This is apart from the reputable minority of managers who actually perform some service and advance the careers of those they represent.

Oddly enough the reputable managers are generally quite willing to release anybody that's disengaged or for whom the manager seems unable to make any progress. But the chiseling, stalling, do-nothing managers do everything short of calling out the militia to hold actors to blanket commitments.

Confusion

Stage people are amazed at the pretty consistent bad business judgment of radio performers, but no doubt this arises from confusion of the artist in the strange, run-on-rite, angle-playing broadcasting firmament. Beginners in radio bear all sorts of stories, stories they cannot confirm. Whispers of favoritism, of needing the right connections, of pull counting more than merit. Which makes them ripe for the gibb chiseles.

If the stalling managers devoted as much statesmanship afterwards as they devote in advance to getting a promising-looking artist to sign one of the body-and-soul mortgages they might actually earn the commissions they never fail to claim. But they're poor pals of these philosophies. One lawyer-manager has openly declared his policy to sit and wait for the kind of talent to come to him rather than make any effort to peddle talent.

It seems hard to believe, but many radio artists give up 50% of their incomes. Minimum radio compensation runs to 20% for the manager or agent alone. Broadway regards

10% as high and consider 5% nominal.

While the "services" they perform are largely imaginary, the chiseled boys have two specific talents: (a) Enough intuition or judgment to recognize or radio voices; (b) draw up a waterproof, rustproof, tornado-proof, burglar-proof, and wiggle-proof contract.

CBS Declines to Ask Its Performers To Aid Nick Kenny's Pet Kiddies

Nick Kenny, the New York Mayor's radio columnist, is pecked at Columbia because the web won't help him buy radio sets for his poor little kiddies! Latter are not Kenny's own but the tots who enjoy his broadcasts from the money he gets for making Warner Bros. shorts. In these shorts Uncle Nick has seven artists contributing their services gratis.

One told Kenny last week that it didn't like the coffee idea and it wouldn't ask any of its acts to appear with him before a concert and recording mike under such arrangement. Kenny averred that he was getting tired of digging into his own

Philly Talent, Long Peanut-Fed, Sees Gradual Ending of Free Sustainers

Network Premieres (THIS WEEK)

Sept. 10. Voice of Experience (Wavy Products, WABC, 12 noon).

Sept. 11. Whispering Jack Smith (Cronkite Yeast, WABC, 7:30 p.m.).

Sept. 15. Eddie Dooley, football (Shea's Oil, WABC, 9:30 p.m.).

Sept. 16. Rosy Revue (Pleasure's Castoria, WABC, 9 p.m.).

Sept. 16. John D. Kennedy, Frank Black's ore. (RCA Radiotone, WJZ, 9 p.m.).

Sept. 16. Lois Bennett, Conrad Thibault, Jack and Loretta Clemens, Don Voorhees ore. (Ivy Song, WEAF, 9:30 p.m.).

Sept. 16. Don Mario Alvarez, Harry Dasilva ore. (Maybelline, WEAF, 9:30 p.m.).

Sept. 16. Big Ben Dramas (Westclox, WEAF, 4:45 p.m.).

Sept. 17. Edwin C. Hill (Wavy Products, WABC, 4:15 p.m.).

Philadelphia, Sept. 10.

Philadelphia stations are faced with the most unusual situation in local radio annals—more and better stations, and no talent.

With the advent of KYW, the certain merger of WLIT and WPI, the increased power of WPRN on a new advantageous frequency, the control of WIP bought from the Levey by the Gimbel department store, and coming importance of WCAU as a Columbia network key outlet, local talent finds itself in the driver's seat for the first time in Philly history. Studios have consistently adhered to the policy of free sustaining programs, since a fertile talent field made immediate replacement of disgruntled broadcasters possible. However, with many local acts migrating to New York and other cities and two stations already signifying an intention to pay all artists nominal fees, it is expected that Philly performers may find the end of the long road in sight at last.

At WCAU it is reported that this studio will bear much of the burden of Columbie's build-up for daytime shows, and will have scheduled four one-hour chain programs weekly. As a means of averting talent difficulties, WCAU is signing all acts to long-term contracts with the studio's Artists Bureau, planning to book the larger percentage of this talent in Philly night clubs and thus compensate for gratis program work. In line with this WCAU search for artists is focusing upon comedy gags and gaggle gents for personal appearance work. Many in this studio's headline performers of last spring have either left the city or are destined for other fields.

Inpetto toward paying sustainers was evidently caused by KYW's impending arrival. Belief is that the Westinghouse station will maintain the Chicago talent rates to possibly capture dissatisfied acts of other stations. Although much has been done by Westinghouse to survey the Philadelphia sector, no movement has been made to line up any prospective enterainers and little thought has been given to future talent handicaps. In the event that NBC controls program operations, the New York office is said to expect no aid from their local outlets since these stations are programmed poorly.

WFL-WLT to Spend?

Local artists, originally viewing KYW as their silent hope, have turned more direct attention upon the rumored merger of WFL-WLT. Take here is that the two stations, when made into one, will be lifted from department store control.

Guiding the destiny in this connection is Samuel Rosenbaum, representing Alfred M. Greenleaf, who mortgage-controls WLIT and the Lat store. Rosenbaum has been heard to express the necessity for qualified operation as the only means of the dual-studio's successfully competing with the town's more powerful outfits, adding that good air presentations, made from chain offerings, will be built and paid for.

Also in the department-store-owner class is WFL, lately boasting the program budget to bursting. This studio may be among the first to recognize the demands of artists.

Although general other competition will be keener in Philly this fall than ever before, the singular upswing of feeling—and the turn towards a more cosmopolitan handling of radio may bring out spontaneity, who hitherto have centralized their broadcast activities in other places. Budgets and more profitable connections are expected, and the talent should share the coming after rowing so long.

Bert Fish, of piano team of Nip and Tuck, KFWB, Los Angeles artist, will be accompanied by Dick Powell on Campbell soup firing.

RADIO SHOWMANSHIP

(Program-Building and Merchandizing)

Outstanding Stunts

CLASS ROOM SERVICE
WLW, Cincinnati

BARKERS' CONTEST
WTCH, MINNEAPOLIS

WLW's School Service

WLW will begin its educational season of school broadcasts, under direction of Ohio State Department of Education, Sept. 17. Station claims to be pioneer of this radio feature. Its program, daily, except Sat. and Sun., from 8 to 8 p.m., are picked up in hundreds of class rooms in Ohio and nearby states. Broadcasts are in English. Now, who is assigned to job on full time. Subjects cover wide range and are for all grades.

Time and talent contributed by Crosby. Talent does historical dramatizations, plays and recitals.

Showing Up

Minneapolis.
WLW, new Tribune-Diagram station here, put up a mike on the Midway at the State Fair, lined up all the 15 sideshows, barkers and gave each of them 50 seconds for a talk on the air.

Several of the "talkies" set a new record locally for speedy grubbing. In the aggregate, the unique feature provided noise, gaiety and created plenty of word-of-mouth comment for the station.

Good Will Via Churches

Dubuque, Ia.
As a sure fire proposition for the commercial department of a station and with only the cost of time on the air to be considered, the stunt of getting various church and young people's choirs to sing over the radio, under sponsorship, in a wow and can be engineered to a mighty same commercial angle, angle, yet giving the advertising company an unlimited amount of publicity, both through news items in papers, through distribution of cards by choir members and in personal contacts.

Stunt as worked out by one consumer company was to have various choirs in the city to broadcast and then tie in with these broadcasts to build good will and sales.

With added music as the broadcasting medium and the choir the nucleus for achieving desired publicity, radio was merely used as a vehicle.

Primary objective of the company was to contact in person the choir members, the listeners and to gain good will of the church. No definite propaganda was used, cards being given out to church choirs in advance and distributed in the church, as well as to the members, the company avoiding any and all appearance by merely taking credit for sponsoring the series. Members of the choirs passed the cards and even secured news items without any further effort on the part of the company or the other outlet.

No effort was made at program arrangement, the principal concern was to bring the choir and company into the limelight. Space would not be too immediate, however, but to obtain greater and lesser sales resistance in a continued merchandising campaign. Two minutes of each 30-minute broadcast were used for announcement. The air salute lasted eight weeks on the original station. Wisdom of the plug emission was noticed through comments on the programs soon after they started, the firm not even using address of phone numbers in its announcement.

Results were better than anything the firm ever attempted, especially from the standpoint of publicity; all the newspapers carrying accounts in church, radio and music sections, some publishing pictures of choir taking part. The church bulletin carried notices and in some instances pastors and reverend have announced the programs at services. As a Christmas feature it is noted that can be used in some scale to meet every community boasting an outlet. At best all most that it will cost a sponsoring company, outside of air costs, would be a small contribution to the choir's music fund.

Prayer Festivals Replies

Birmingham.
Small stations on those without chain affiliation have a pretty hard time keeping the caliber of programs on a fairly even keel with their chain competitors. Too many records come this day for the latter and so does too much hillbilly.

WSGN has found that one of the most inexpensive and yet most entertaining features has been the list of short interviews. The ones on a downtown street the other

night about 3:30 was a robin. The announcer caught him coming out of the theatre and in a jovial mood. Invited to say a few words, they joked and carried on as long as the announcer would allow them.

So there would be no stalling or dead time on the air the announcer had a fixed set of questions. Here are a few of them: Are you any better financially than you were last year? Have you more children this last year? Do you work because you have to or is it just an excuse? Who is most popular woman in America today in your opinion? How many words can you name beginning with the letter 'R' in a minute?

Older folks were inclined to be nervous and the announcer sought out the younger couples because he was after foolish replies for once in his life. He got them.

Gathering

Akron.
Akron Chamber of Commerce is getting set to sponsor a series of radio programs bringing to the microphone talent from 200 towns in the vicinity of Akron. The programs will be sent over WJW and WADC. Hours to be decided. Starting date will be about October 1. There will be a brief talk on the history and commercial and industrial activities of the Akron area.

Invitations have been sent to mayors of a score of nearby small towns by executives of the Chamber of Commerce.

Lure and Adore's Bag

New York.
Lure and Adore (Horlick's) are the editors and subject matter of a new page in the Sunday paper called "Pine Ridge Bag" which is rather exceptional on the merit side for such supplementary gags.

Of chief value are the photographs of the girls in rural makeup. These poses are amusing and reveal that the girls have a touch of comic flair. It's likely to be favored by fans.

For the Horlick plug a cartoon strip runs two pages wide on pages two and three. After taking one knocking-around, Little Rollo gains strength on Horlick's Malted Milk and a few days later Little Rollo pronounces the stuffing out of that fresh kid next door.

KTBG Auditorium

Shreveport, La.
Station KTBG has had encouraging results from the renting of a room in the auditorium for a once-weekly presentation of a minstrel show with 31 performers participating.

While ultimately hoping to demonstrate a large local following and sell the show for sponsorship the station is contemplating featuring other and, further, entering programs for audience broadcating.

John McCormack, gen. mgr., is framing the station policy along these lines.

Explaining New Law

Des Moines.
WOC-WHO has inaugurated a series of sponsored programs designed to explain the National Housing Act. Daily five-minute talks, explaining the act, as well as the policies of its directing body, are being given by Peter Ainsworth, Better Homes Contest editor of Better Homes and Better Gardens Magazine.

As a follow-up, WOC-WHO is also presenting half-hour weekly Home Improvement programs on Sunday, featuring an orchestra, soloists and dramatized informational sketches sponsored by building supply dealers.

Salute to Johnson

Baltimore.
Stations WCBM and WFBR have given some free time to the Maryland Bar Ass'n, during which lawyers' organization seeks to utilize by advocating re-election of a panel of sitting judges (both boast the third and tip-top records as jurists), regardless of their political affiliation.

Stations figured they were doing a civic good in helping cause of men who were not concerned with politics, and also considered the move popular with mass of people, who think that the judiciary should be as much as possible divorced from politics and base-runs.

WFSL's Promotional Stunt

Syracuse.
To stimulate interest in radio stations who will return to the air during the fall and winter, WFSL, Columbia outlet in Syracuse, N. Y., is using a contest idea for a weekly 15-minute program.

World Wide Radio transcriptions are to be used in the program and listeners are asked to name the titles of the eight melodies on each program. Those who mail in their answers and have five of the eight correct receive a star photograph.

With the first photo goes an

album as incentive for those who start to finish the series of 14. Promotional idea is credited to Robert L. Sisler, vice president of the station.

Labor's Voices

Charlotte, N. C.
Address of Francis Gorman, generalissimo for the national textile strike, delivered for the special benefit of 18,000 strikers in a mass meeting at Charlotte, was picked up at Washington, D. C., by WBT and delivered directly into the hall where the meeting was in progress.

So there would be no stalling or dead time on the air the announcer had a fixed set of questions. Here are a few of them: Are you any better financially than you were last year? Have you more children this last year? Do you work because you have to or is it just an excuse? Who is most popular woman in America today in your opinion? How many words can you name beginning with the letter 'R' in a minute?

Older folks were inclined to be nervous and the announcer sought out the younger couples because he was after foolish replies for once in his life. He got them.

Another Kentucky Colonel

Boston.
Kentucky Winners cigarette capitalized on special benefit baseball game by calling it "Fred Hoey Day." Veteran New England baseball announcer was made a Kentucky Colonel at Braves-Red Sox game staged for benefit of city welfare fund. Louisville's grand old Governor, Harry L. Newson, Kentucky, was presented by Mayor Mansfield of Boston before the game.

Representative of sponsor, Pons Tobacco Co., who plug Winstons and Kentucky Club tobacco on daily baseball broadcasts, also presented with an expensive wrist watch containing a cigarette holder.

To time Billy Werbow going around the bases, Fred Hoey in acceptance speech, Vaudeville acts, escape artist, bucking mule, singers and girls athletes contributed to pre-game cuffs entertainment, all etherized with Lima Travers at mike. Meeting of the Kentucky Yankees, production chief is drawn from the field for this program. Travers also distributed packs of Winners freely among ball players and box seat patrons.

Greeting With Pride

Seattle.
Small towns hereabouts will gobble up any chance offered to get free radio publicity and in handing them the opportunity a radio station may grab off plenty of good will for itself.

KOMO and KJR have found this by frequently giving time toburghs holding some kind of berry-picking festival or rodeo. The towns will, naturally, be invited to advertise their resources and business activities on the air.

Recently four villages were given the chance for no particular reason at all—and they made a most of it. Each one furnished a spokesman and some musicians.

Mystery Guessing

Baltimore.
WFBR reports 12,000 answers to its recently staged contest which stretched over a 3-week span for the daily 15-min. period sponsored by Gunter's series. Program, supervised by Gunter, is presented Friday evenings. News-but sports activities, reading off ball scores, race results, etc., embellished with sidebar observations.

Contest had him reading off each day a thumbnail blog of a sports headline: listeners were to guess identity. Top prize, donated by Lewis, a motor car, was \$1,000 cash plus followed. Contest deemed most successful by odds co., every person of station staff having anything to do with it was sent a glowing congratulatory letter by the brewery.

Piano Lessons by Air

Lancaster, Pa.
Teaching youngsters to play the piano by radio is a stunt which is gaining wide attention and no little favorable comment for station WGAL.

The Melody Lady, who is heard each evening on WGAL, plays a game by telling original stories about the instrument and people who play it. Children are asked to follow the program seated at their pianos.

Through her stories she stimulates an interest in music and gives the piano a chance to work in simple little melodies. A typical story is that of the little boy who, by playing with the piano in the parlor, just to satisfy his curiosity, he strikes a certain note and thinks another and thinks they work together very well. Then the children are asked to strike the same notes and see if they don't think so too. The little boy strikes more notes and finds that they are not only in harmony but that they make a little melody. By the end of the half hour the child has learned a new melody to add to his list and still has time to brush up the last one with his invisible teacher.

Station Struts Buff

Seattle.
Trotin Broadcasters, operators of KOMO and KJR, turned a recent weekly Chamber of Commerce luncheon into a radio dry special and broadcasting studio. While over

one hundred and fifty of the town's leading citizens looked on with interest, KOMO-KJR executives and entertainers sat upon an hour and a half show that was broadcast over KJR. Head table looked like a station executives' meeting.

Studio orchestra under Henri Damski played. Alice Cooper and Anna Lynch sang. And Bill Flaherty, humorist, and Al Hatch, publicity head, talked. Show ended in hang-up style with an actual episode of KJR's noisy drama thriller, "The Purple Ray," put on right before the folks' eyes.

"The Purple Ray" was also used recently in a program for entertaining a flock of school students at the University of Washington.

Pop Top Trouser

Nashville.
Mr. Kirby who has been host of the college series of programs which will be renewed this fall from the studios of WSM. Sent out a call for twenty pairs of Pop Top trousers, 1930 vintage.

So far the return of Kirby's request are practically nil. But it sure is up a little comment.

Civic Stuff

Rochester.
WHEC, owned by the Rochester Gannett newspapers, joined with the Democrat & Chronicle in a promotion stunt at the Centennial Exposition, broadcasting ceremonies of the awarding value medals to members of the police and fire departments.

Gunnar Wiss, manager of WHEC, handled the affair, which included speeches by city and newspaper officials.

KOIN's Picnic

Portland, Ore.
A unique occasion in the annals of broadcasting and a convincing demonstration of station popularity was the KOIN KLOCK picnic held at Judkins Park beach.

Organized by the listeners themselves and operated through a committee, the affair was participated in by several thousand people. The KOIN KLOCK program, which is presented from 6:30 to 8 a.m. daily by Ivan Jones and Walter Stewart, has been on KOIN since 1932, and built themselves into the "KOIN Family" by writing to KOIN and asking to be initiated over the air.

More recently certificates of membership in the family were printed and many thousands have already been distributed. The picnic was originated in 1932, 1,200 people gathered for an outing.

Baseball Notes

Dubuque, Ia.
WBKB decided to forego issuance of a baseball program in favor of an entirely musical afternoon program, and in consequence is reaping big fan benefits, many willing the station to comment on the fact that it is the only station not having programs cluttered up with baseball games.

In consequence of its policy the station reaches an ether audience that ordinarily would be among the missing were baseball on. While there have been some requests and inquiries concerning absence of the baseball angle, the number of complaints have been such that it is to be a summer policy with the station to be.

Todays' Cocktail

Madrid, Spain.
Pedro Chico, who owns three bars in Madrid, goes on the air daily from 1:15 to 1:30 over Union Radio with a daily cocktail recipe, Program entitled "Today's Cocktail," limited to music and announcer.

WOC-WHO at the Fair

Dog Moines.
During the Iowa state fair, WOC-WHO used a glassed-in studio on the grounds, with all local production broadcast and a special edition of the Dispatch radio page directed to the fair visitors and sent to radio dealers in the state.

Listeners' seats around the crystal studio proved an attractive feature to the fairgoers.

Dom Telephone Service

Dubuque, Ia.
Telephones companies are equipped to check calls, but not always to handle them. WBKB found recently when someone conceived the bright idea of a phone request period on the spur of the moment.

It was only minutes thereafter when the phone company requested the station to recall its offer, switchboards being jammed up and telephone lines being seriously crippled, the result being unable to handle the emergency.

Station at least found out that there were enough localis listening in to put the telephone company on the run. One good way to test the popularity of a station at any given time is an impromptu manner.

Waring Once Weekly

After doing two a week for the month of September, the Fred Waring-Ford program on CBS goes on a once weekly schedule starting Oct. 1 and for the balance of the year.

Weekly spot will fall on Thursdays.

Here and There

Herbert Denny, formerly of KOMO-KJR, is now staff member of KTAG, Fort Worth, in conducting a Spanish class over the air every morning at 9:15.

Arthur W. Stone quits as commentator writer and announcer at WSM, Nashville, to join the staff of WLW, Chicago.

WBT and WBOB, Charlotte, N. C., located at the focal point of the southern phase of the national textile strike, have set up elaborate machinery for reporting its progress. Both stations give equal hearing and refrain from taking a partisan stand. The thing is being reported for its news value, without bias.

Jean Kantone, KOMO-KJR, Seattle, harps, harp, back, with the stations after two and one-half years in New York and Europe.

P. W. Ward, Jr., former KVOO, Tulsa, announcer, has joint in the play "Within that Law," to be presented by the Pasadena Community Playhouse association.

Alice Joy finished regional series over KPOI, Tulsa, for Mid-Continent Petroleum. Returns to Gotham.

Blossom Eyes and Benny Fields make their third appearance on the Rudy Vallee-Pleasantone house this Thursday (13).

Orvaline Garrick appointed dramatic director WMCA, New York. And the ABS link-up.

Charles Stark is new sales director of WNEW, New York. He's from CBS' subsidiary, Radio Pictures.

Eloise Dawson will have a regular spot as commercial reader on the "Hour of Stiles" (NHC) when she returns from her vacation. Originally from dramatic stock, she made her entry into radio as a hostess at WTAM, Cleveland.

M. H. Aylesworth will be free from now on to spend more time in his NBC suite and less at RKO.

Jack Pearl's final program for Standard Brands (26) will make the 29th of his Baron Munchausen series.

Cream of Wheat's deal with Alexander Woolcott is for a minimum of 12 weeks.

Edwin Eaton, radio boy actor, has a role in Sam H. Harris' stage play, "Merrily We Roll Along," which is now in rehearsal.

Wilfred Lytell, brother of Bert, now with NBC doing dramatic assignments.

Jimmie Fidler has lined up three film names for his Maybelline three which gets going over NBC from Hollywood Sept. 16. They are Jean Bennett, Dale Daniels and Gloria Stuart.

A. Terask and R. Little, on behalf of the Metro Branding company, and J. B. Kiefer, late chief at KMPC for television in Los Angeles area.

Key Van Riper returned Sunday (9) with her new serial, "American Caravan." Supporting KFWR, Los Angeles, were Bert Morrison, Gail Gordon and most of the Coronet cast.

Cortland Baking Company of Cortland, N. Y., has renewed its "Tartan" contract with WFBL, Syracuse.

Doris Wair, Syracuse Hollywood Hotel contest winner, is doing a 15-minute WFBL program weekly for Optimate Cigars as the "Optimate Miss Optimate."

John Royal has hopes of getting away this week for a vacation.

Winder French is punch-litting for Norman Sheerl, radio star of the Cleveland Press, while the latter is on his honeymoon.

Arthur Moran, radio mimic, opens at the Hipp, Baltimore, this Friday (14).

Grace Hayes renewed her contract with NBC last week for another year. She includes her accompanist, Newell Chase.

Only Five of 593 Stations Fail to Answer Federal Trade Commission

Washington, Sept. 10.

Taking the cue from newspaper and magazine publishers, broadcasters are co-operating enthusiastically with Federal Trade Commission in movement to improve tone of commercial broadcasts and raise standards of air advertising.

Announcing all but five stations have complied with requests for script. Complete prediction it will be necessary to issue very few complaints against other advertisers or broadcasting stations because of the "clarifying" co-operation and general compliance with its orders.

Industry's response has been so complete that 582 stations have submitted copies of their advertising programs. All networks have complied. Five delinquents include one Alaska and one Hawaii transmitter; remainder are domestic.

Armed with power to crack down on recalcitrants, Commission gave subtle warning to 114 stations which at first were inclined to be defiant or failed to obey decree through negligence, and follow-up letter brought quick response from 102 outlets.

With trade commission following clean-air policy about its preliminary action in cases of unfair and misleading advertising, there is no indication of what action will follow survey of programs received, but apparently majority of continuities will get clean bill of health. Trade sources say they have received no news of either broadcasters or advertisers being called on the carpet to date.

Commission received 996 reports in July and 881 in August and has concluded examination of 112,357 program continuities. Approval has been given 87,258 while 19,391 programs are being given further examination which commission believes will require positive action in only a small percentage of the cases. Another 59,666 programs are receiving first a.n.o.

Reform Chancery

Programs considered false or misleading and in violation of Trade Commission act will be singled out and both stations and advertisers will get chance to make amends. Violation of commission cleanup specifications probably will be followed by issuance of cease-and-desist orders, which will in turn lead to court action.

While a few noteworthy cases of defiance have been received, the commission in its drive against misleading newspaper and magazine advertising has induced both publishers and advertisers in almost every instance to sign stipulations under which they agree to refrain from practices considered illegal by the government censor.

Stations were advised months ago that filing of continuities could be discontinued until further notice to afford its staff an opportunity to catch up with the added burden of work, but many stations are continuing to submit their scripts voluntarily. New order for check-up will be issued somewhat later, commission said, but no date was mentioned.

Notre Dame Games Set

Chevrolet, Sept. 10.

Notre Dame football games will be the backbone of weekly broadcasts over WBBM for Kentucky Winner cigarettes, a Penn Tobacco company product.

Pat Flanagan will be at the mike, which will follow the South Bend team all over the country.

Chevrolet's II—

Chevrolet won't return to NBC until the world is able to provide it with a suitable evening home.

Auto firm last season went from Dick Tracy to a straight orchestra drama of the romantic genre with Victor Young conducting.

Outdoor Girl Web-Minded

Makers of the outdoor girl brand of cosmetics are considering a plan in network ballyhoo.

Account heretofore has restricted itself to spot broadcast-time via the transcription route.

JIMMY KEMPER WINS

\$10,000 Suit By Donna Parker Guffers Setback

Jimmy Kemper last week won in the New York Supreme Court a dismissal of the \$10,000 suit for commissions brought by Donna Parker, Chicago booking agent. Justice Aaron Steiner, who handed down the ruling, stipulated, however, that Miss Parker be permitted to serve as an amended complaint by this Friday (14).

In her complaint Miss Parker intended that Kemper was bound to her management under a five-year contract and that she was entitled to commissions out of the salary he received from the Tydol program, which had a 26-week run on CBS ending June 26, 1934. Benjamin Calden, counsel for the mike interloper, attacked the validity of Miss Parker's contract, arguing that since she herself had not carried out certain provisions of the managerial agreement, such as the clause guaranteeing him a specific minimum income annually, the arrangement between them became null and void long before Kemper obtained the Tydol assignment.

Kemper's lawyer followed up this line of contention with a motion of dismissal. Miss Parker brought suit through a New York assignee.

Cystex Co. in Jam with Stations Over Broker, Agency Commissions

Chicago, Sept. 10.

Considerable difficulty is being encountered by the Knob agency in getting its commission deals set with stations on its Cystex products due to the combination of both an agency and a time broker in placing the Cystex spot dates.

In on the deal for Cystex is the agency, Alton Smith, and the Dillon-Kirk time brokerage outfit, also in Kansas City. According to the setup both the broker and the agency want to take a 15% slice of the business placed, but the stations are practically unanimous in stating that only one 15% will be permitted, particularly those stations tied up with an exclusive representation company.

All stations exclusively representing are sending the contracts into their representative and the reps are contacting the Knob company to permit the company to name either the agency or the time broker as the proper recipient of that single 15% commission.

Sanka Mute

General Foods has decided not to give Sanka coffee an air ride this season. With nothing in the way of a program being arranged for Postum, it looks as though the food combine will confine the network plugging of its coffee brands to Maxwell House.

Postum the past two seasons has backed a football affair on CBS,

Chi Radio Visitors

Chicago, Sept. 10.

Plenty of station execs in town, heading to New York and to the convention.

Among the visitors were Leo Fox, Alex Koenig of WFAC, Carl (KPKI) Peirce, Tubby (KOMO) Quilliam.

Coming in this week are Hugh CWOOD Half and Inacham Roberts HI of KPHC.

Lipton's On Coast

Los Angeles, Sept. 10.

Lipton's Tea Co. does its first radio advertising on the Coast Sunday, oldest Coast variety show starting tonight (Monday).

Broadcast goes from the California State Fair at Sacramento with succeeding programs from KPHC San Francisco. Show goes over the 32 stations of the Columbia Bon Iver network of 12 stations plus KSL of Salt Lake City.

YOUNGEST ANNOUNCERS

Des Moines Program Has 11-12 Year Old Spiders

Des Moines, Sept. 10. Uniques' Brass is introducing a new "Far 10" break over KSG in 15-min. program every morning with Dot and Bob, who are 11 and 12 years of age, on this program as the "world's youngest announcers."

They also sing and ask questions of "Uncle Herman," who is Herman Brethaup, widely known health chef.

WBBM Sues 2 Chi Sponsors For Time Coin

Chicago, Sept. 10.

Suit filed by WBBM, Columbia station, against the Hollywood Diet company, for \$2,000 for broadcasting services and damages is due in court late this month. WBBM is asking for \$1,500 for actual broadcasting and the rest for legal fees and interest.

Under the contract, WBBM was to deliver periods of approximately 2:15 to 2:30 p.m. on Wednesday and Thursday of each week and from approximately 3:30 to 3:45 p.m. on Sundays for 13 weeks beginning in March. Clause, however, stated that if baseball interferes, the Sunday period is subject to change of time, or this period may be changed to week-day at \$12.00 per week less than the contract price. Contract was cancellable at end of eighth week and was cancelled by the advisor.

On the program were Norm Sherr and Jack Brosco. WBBM stated that the program was moved several times according to the contract and that the Heath-Steoffen agency was notified each time. Hollywood Diet company asserted a straight denial, claiming that they received no services as stated in the outline, with the advertiser's lawyer, Simon Herr, stating that programs were switched too promiscuously and several times was broadcast at periods other than previously announced. Another claim on the attorney's part is that twice the program followed an undertaker's program of organ music. Paul Koenig is attorney for Columbia and WBBM locally.

Another suit filed by WBBM is against the Stewart and Asby coffee company for \$600 for time. Wrong in this spot concerned the talent, one Rimo Bonaldi. Understood that the station had full rights as to talent and substituted another singer for Bonaldi when he started asking increased coin. Sponsor squawked at the switch in talent and the legal off followed.

All stations exclusively representing are sending the contracts into their representative and the reps are contacting the Knob company to permit the company to name either the agency or the time broker as the proper recipient of that single 15% commission.

Spain Takes Over Broadcasting; Building Nine-Station Network

Madrid, Aug. 26.

A national network of nine radio stations, three in Madrid and one each in the provinces of Barcelona, Valencia, Seville, Coruna, Vizcaya, and Tenerife, together with relay stations at Murcia and Oviedo, is to be set up in Spain to replace privately-owned broadcasting outlets.

Government issued new decree amending previous declaration regarding the network plans, stating that hereafter authorization for new local stations will not be forthcoming. All private stations not belonging to the system will have to cease broadcasting as soon as the territory they serve has its new official station. In the meantime, while the state is installing its chain, any station whose concession to operate expires will be permitted to ask the Direction General of Telecommunications for authorization to continue on the air. The request must state the temporary conditions under which the station wishes to broadcast, and will be subject to the regulations already in force. Permission will be granted if the station does not interfere with the development of the government's project, but the state re-

serves the right to revoke permission at any time.

National network idea has been in the heads of various cabinet ministers for some time, but now it seems that the government really means to go ahead with the plan which would be financed by taxes on radio receiving sets and radio accessories.

Not a Surprise

Station to be known as the "National" in Madrid will have a wavelength of 1,620-meters with 150 kilowatt power. Another to be known as Spanish-American for use in re-transmissions to America will have a frequency band of 3,500 to 21,450 kilowatts with a wavelength from 31.58 to 13.92 meters.

Ministry of communications will award contracts for construction and bids will be judged on three-point price quoted, technical perfection, and percentage of national products to be used in construction of station or stations.

Chain must be completed in not longer than three years after contracts awarded. Publication of broad rules of regulations is ordered within three months from June 26, 1934.

NBC, Chicago, Seeks Standardized

Plugs on Remote Control Bands But Indie Stations See Gimick

Chicago, Sept. 10.

DeLuxe Panhandler

Radio editor of a big town (not New York or Chicago) daily is noted for his ability to make himself and his job seem important.

His latest exploit is to retain a professional promoter to organize a testimonial dinner in honor of himself. One-third of the funds donated by "friends" of the radio editor goes to the promoter.

Some Holdouts in WOR's Talent Tie-Up; Vine Signs at 10%

WOR, Newark, continues its campaign to get all artists appearing over the station signed exclusively. Showdown has not yet been put into effect, but meanwhile quite a crew of holdouts fully refuse to sign the kind of pact WOR wants.

During the past week some surrendered their management destiny to the artists' agents under Nat Abramson. These include Dave Vine, Bud Rainey, Conrad and Tremont, John Kelvin, Vaughan de Leath, Pauline Alpert, Walter Ahrens, Doc Paine, Larry Taylor and Kay Fayne.

Vine is reported paying 10% only, having refused to sign at 35%. Vine was cancelled during the alteration, but station later rescinded the get-off-the-air rule. A tobacco sponsor is interested in Vine.

MEETS PAYROLL BUT SHOCK KILLS XEAL

Mexico City, Sept. 7.

Settlement of wage claims totaling around \$6,000 made to 80 members of its personnel who hunger struck for 94 hours has put radio station XEAL here out of business. Employees are forming a co-operative society to keep station going. Federal Dept. of Labor intervened after employees' footless visit sent several to hospital for treatment. Employees averred the ghost hadn't walked in weeks.

Sydney E. Warner has resigned as assistant engineer of WHAZ Troy, to become chief engineer of the new radio station of the Waterbury, (Conn.) Republican-American.

Red Grange a Maybe

Chicago, Sept. 10.

Neilsner-Meyerhoff agency here is trying to work out a program for Mum-Bush with Red Grange, either for platters or on the web. Idea of the show will have Grange on the air every Friday night to make predictions on the next day's football games.

Forecasts will be recorded on Mondays. If the show goes platter, and shipped to stations in time for the Friday broadcast. Negotiations now on, however, appear that the show will go NBC if it hits the air at all.

Street-Finney Agency Merges with Southwick

A merger combines the Street & Finney agency with the Southwick agency. Southwick name will be scrapped.

Street & Finney has 19 accounts, majority patent medicines; Southwick has four.

Block-Sully East

Hollywood, Sept. 10. Jesse Block and Eve Sully, brought here for the Eddie Cantor show, "Kid Millions," left here Friday (7) for New York.

They turned down a Chicago offer due to their resuming the

NEWLYWEDS ON AIR

Hollywood, Sept. 10. Ruth Palmer and Hunter Angels just back from an elopement to Yuma, Ariz., are co-starred tonight (Monday) on the NBC "Cross Shell" show.

Newlyweds are paired this night (Tuesday) for the first time in "The Big Day," Let's Do It.

WLS Readying Own Transmitter as Chi NBC Continues Negotiations

Chicago, Sept. 10. Appears that Prairie Farmer will build its own transmitter for WLS. NBC officials, headed by Niles Trammell, were in constant negotiation with Durbridge Butler of WLS last week endeavoring to get together with the station to continue beyond the expiration date of the present contract on March 1, 1935. Two weeks ago WLS handed in its splitting notices to NBC.

No question that NBC will have to make healthy adjustments on its present contract with WLS before the farm station will consider continuing the alliance.

Understood locally that the continued delay in the removal of KYW, the NBC affiliate locally, in Philadelphia is due to the present WLS mix-up. Believed that NBC is stalled in the switch of KYW in order to have some local strength should the WLS split become absolute.

At present it appears that WLS will leave NBC, and go indie with its own transmitter or possibly affiliate with the George Storer A&E web, and that the Hearst Herald-Examiner tie-up will switch from KYW to WENR.

WBBS's 14-Hr. Stretch

Dubuque, Ia., Sept. 16. Station WRBB, Hotel Julien, Dubuque, now on unlimited time through a recent grant of the Federal Communications Commission, now bills itself the "Voice of the States." Owned by the Sanders Brothers Radio Corp., W. E. Klauber, Dubuque, is now its president and general manager.

R. B. Martin continues as station manager and contact man. Claude Weldenase in now program director. Edward Palmer taking the post of inquiring reporter, with John Price, Indiana, a new acquisition to the announcing staff. R. V. Sullivan is in charge of accounts. The station now operates from 7 a.m. to 2 p.m.

Perfect Sponsor

Under discussion around the board table was the matter of contracting a band for another season's run. Each director had been asked to express his reaction to the program of the previous season. One fellow, when it came his turn to contribute an opinion, remarked: "Sorry I've never heard the program. It goes on the air at 8 o'clock, and my bed time is 8:30."

In time and talent the cost to this company of the program last season was over \$500,000.

2 Conductors for WGN Dance, Classic Bands; Weber New Music Chief

Chicago, Sept. 16. New conductor for WGN, Chicago Tribune station, will be Henry Weber, who was formerly with NBC. Weber will take care of all WGN music besides handling the conducting of classical ensembles.

WGN is now negotiating with several other band leaders to secure a dance orchestra conductor. Station has decided that it's impossible to expect one man to conduct both classical and dance music and will have two men to handle the jobs separately.

Al Goodman's Alternate

Oscar Bradley will alternate with Al Goodman in conducting the orchestra on the Girl Refining show for the next 24 weeks.

Bradley did pit duty for the late Florence Ziegfeld from 1926 to 1932.

Inside Stuff—Radio

Morro Castle tragedy Saturday (10) resulted in the various eastern broadcasting units entering into a general scramble for news. Claims of being "first" were freely made and probably all deserved, since no two stations handled the matter the same.

WOR, Newark, broadcast a press-radio bulletin at 6:45 a.m., and seems to have been first in that respect. WMCA followed with a similar flash at 7:01. WNEW put through a long distance telephone call to Spring Lake, N. J., and broadcast a question-and-answer conversation between Walton Butterfield for WNEW and Jane Redding, newspaperwoman. WMCA took miles aboard the Monarch of Bermuda at 1:12 when that boat, carrying 45 survivors, docked.

Permission was denied WMCA but in the general confusion the stunt was carried through and a long series of talk consuming 40 minutes were broadcast. Majority were with passengers of the Monarch as the Morro Castle victims were still pretty stunned and inarticulate. One daily newspaper rapped WMCA's announcer for his "night club jocularity" in conducting some of the gab on a very solemn occasion.

NBC and CBS broke in constantly all day with press-radio bulletins, many of which were of a rather flimsy substance for interrupting schedules, but so great was the public interest in the nightmare at sea that any stray bit of information was hastily rushed to the miles. Get the latest edition! was the slogan pinned home constantly on these publisher-edited bulletins.

Members of the Northwest Radio Trade Assoc. (St. Paul-Minneapolis) which comprises 446 dealers, has started pushing the idea of owning high-powered sets. Body, under guidance of F. J. Brady, pres., has its membership principally in the bigger furniture and department stores, and consequently holds beaucoup leverage on the ad dept. of the daily newspapers.

Not only has the association loaded plenty of picture layouts in local rags, but the Minneapolis Journal now lists programs of foreign stations daily. Minneapolis Tribune runs those listings once weekly, in its Sunday edition. Pix with lookers dialing in on Rome or Rio de Janeiro—with the former pointing out plainly where these cities lie on the dial—have been landing frequently lately.

And it's largely due to the quaint situation that while newspapers generally aren't keen on plugging anything to do with radio, the manufacturers of radio sets are substantial, national, advertisers—and national accounts must be tended these days. So the rags are going for it as a natural trade stimulant, and, needless to say, the radio stations are pushing it plenty.

New York radio circles read with raised eyebrows the examples cited by Henry A. Bellows, now legislative agent for the National Association of Broadcasters, in a release to the press Sunday (9). Attacking the demand for the assignment of 25% of the wavelength to educational broadcasting as unreasonable, Bellows sought to show that the cultural level of programs had the past year taken a decided boost by pointing to the fact that Paul Whiteman now plays classical numbers and that Grace Moore last Thursday (8) appeared on the Fleischmann show with Rudy Vallee.

Impression among New York broadcasters is that Bellows could have created a better oasis for the industry by laying off the jazz angle altogether and resorting to more effective illustrations at hand. He could have cited, for instance, the Cadillac series of last season which used the cream of the concert world, the Packard show with Walter Damrosch and guest artists from the same field, Lucky Strike's Metropolitan opera broadcasts and the Chautauk weekly threesome with Rose Ponselle, Nina Martini and Gretz Stockgold.

American Broadcasting System scooped the industry yesterday (Monday) on the Government's inquiry into the Morro Castle disaster. George Storer's outfit was the only one to have a mike installed at the hearing, with the web carrying the proceedings from start to finish. ABC got still another break from the event. Pictures of the hearing as published by the New York Daily gave conspicuous display to the web's miles and call letters.

Among WMCA's accounts that agreed to stand by for the inquiry broadcast was Kentucky Winners. Cig pickers uses two hours daily on the ABC key, 8:30 to 10:30 p.m.

Dave D. Palmer, vice president, of the Central Broadcasting company, operating WOC-WHO, Des Moines, Iowa, 50,000 watt, is one of the youngest executives in the radio business. He is 38, getting his groundwork in the field of radio back in 1922 when WOC was the station here in Iowa, and at the time of crystal outfits and home made sets. Artistic talent of the station shows a total of 51. Five announcers, 13 engineers, 4 sales members and publicists with other office personnel swell the total to 122. In addition there are many others on programs who do not receive remuneration when going on the air.

The red hot election for governor, in California, prompted by the Democratic primary victory for Upton Sinclair, in promising a bonanza for that state's radio stations. Indications, from business already placed, is that more than \$100,000 will be spent to plug the three candidates over the air between now and election day.

KXN is the first station to launch a state-wide straw vote. Tabulation of the vote will be made by a committee of representatives of the three political camps involved.

United States Senator Huey Long, political car of Louisiana, has again harred the press entirely and is using radio to give the public a controlled version of his squabbles with the opposition. He is broadcasting over WDBU questions and answers of witnesses called by himself to testify in the vice investigation of New Orleans.

Fred Allen has aroused the ire of the Communist colony around Union Square, New York, because of comedy jibes.

Jesting to which the left wing takes exception was broadcast over the Ipana-Sal Hepatica show and has brought forth in the Communist press descriptions of Allen as "a tool of the capitalists."

Alfred J. McCosker, president of WOR, Newark, is attending meetings of the program and sales departments regularly since the resignation of his general manager, A. A. Cormier.

Rob George Young

Minneapolis, Sept. 16.

While Lt. George W. Young, owner of WDCY, local independent radio station, was recuperating in a hospital at Walker, Minn., from injuries sustained in an automobile accident, burglars entered his home here and made away with \$1,400 in household effects.

A \$1,000 Oriental rug, included in the loot, was recovered in a Minneapolis pawnshop last week. It had been sold to the pawnshop broker for \$10.

Lyman Sustaining WGN In B&K Theatre Show

Chicago, Sept. 16.

Atte Lyman goes on WGN tomorrow night (11) in the regular broadcast of the B. & K. Chicago theatre, where his orchestra is playing this week.

Figures in the best time that a regularly sponsored act on the networks has gone on the WGN transmitter through the Chicago theatre broadcast.



KATE SMITH

wabe

columbia
broadcasting
system . . .

wednesday
3-4 P. M.
thursday
8-8:30 P. M.
e.d.s.t.
coast-to-coast

Management
TED COLLINS



The World's Most Powerful Broadcasting Station presents

VIRGINIA MARUCCI, Violin Virtuoso

Virginia Marucchi, WLS's genius of the violin and a favorite artist of thousands of radio listeners, is the real-life edition of an Horatio Alger story. The descendant of an old patrician Roman family whose lineage dates from the days of Marcus Aurelius, Marucchi came to the United States while still a youth to win fame and fortune in the golden melting pot of the Americas. Beginning his career as a roustabout laborer, the embryonic virtuoso worked in various eastern cities. The opera and the symphony were Marucchi's only recreation during these days. Finally, while working as a brickmason's helper in Boston, he began his study of the violin and in a remarkably short time had won for himself fame with his "magic violin."

From the sound of footsteps
to a symphony orchestra . . .



New Business

BALTIMORE

Wrigley Pharmaceutical Co., (Spearin's Tooth-paste), studio announcements, twice weekly. Placed by John B. Gray Agency, of Philadelphia.

Household Finance Corp., weekly tie-in announcements. Placed by Charles Daniel Frey, of Chicago.

Phillips Packing Co., of Cambridge, Md., daily announcements. Placed direct. WBAL.

Knox Co. (Cystex), 15-minute transcription sketch, "Dec. Savage," once weekly. Placed by Allen Smith Advertising Co., New York City. WNAE.

Bell Electric Co., 15-minute transcription sketch, "Adventures of Donald Ayer." Placed by O. S. Tyson & Co., of New York City. WHAL.

Broadway Bros. (Bethnaline Gasoline), dialer announcements, twice weekly. Placed by Young, Dugdale & Co., New York City.

Fresh Lick Springs Hotel Co. (Fresh Water), string of transcription announcements, daily except Saturday and Sunday. Placed by H. W. Kastor & Sons. WBAL.

Worthington Valley Dairy, daily spot announcements. Placed direct. WBAL.

J. P. Obrecht Co. (Caton Cigars), twice weekly announcements. Placed by Katherine Mahool Agency, WBAL.

H. & N. Katz (Jewelers), daily announcements. Placed by Joe Katz, WBAL.

BOSTON

Rival Dog Food, 20 15-minute programs, starting Oct. 3. Through Charles Silver & Co. WNAE.

Ce-Lect Baking Co., 25 half-hour

programs, starting Oct. 21. Through Harry M. Frost Co., Boston. WNAE.

E. E. Dickinson Co., 15 15-minute programs, started Sept. 9. Through Harry M. Frost Co., Boston. WNAE.

W. F. Smith & Sons Corp., 15 half-hour programs, starting Oct. 13.

Through Doromus & Co., Boston. Through WNAE. WEAN. WMAS. WDRC. WLIB.

National Distributor Co., 32 half-hour programs, starting Sept. 16. Through Muskin Agency, Boston. WNAE.

W. L. Thompson Co., 348 announcements, started Sept. 9. Through Doromus & Co., Boston. Through WLIB.

Boston Globe, four five-minute periods, started Sept. 5. WNAE.

D'Arrigo Bros., 720 announcements, starting Oct. 14. Through Harold Lewis, Boston. WNAE.

A. & P. Tea Company, 624 announcements, started Aug. 30. Through Broadcast Advertising.

Wicker Duck Inn, temperature report daily started Sept. 4 for 31 times. Through Commercial Broadcast Advertising, Boston. WNAE.

Gloria Chain Stores, Inc., 26 30-minute programs, started Sept. 20. Through Broadcast Advertising, Boston. WLIB.

E. R. Parker Dental System, 15-minute period five days weekly, started Sept. 16 and running indefinitely. Through Harry M. Frost Co., Boston. WAAB.

Norwich Pharmacal Company, spot announcements, WOOW.

Moskino, Inc., daily announcements. WGL.

Orpheum Dry Cleaners, three times daily. WGL.

Patterson-Pletcher Men's Store, three times daily. WOOW.

De Mira, renewal, three times daily. WOOW.

Ye Old Tavern, newest addition to Round-the-Town program, daily music. WOOW.

ATTENTION . . .
Sponsors—Advertising Agencies
BEALE STREET BOYS
EASY TO HEAR

FEATURED
COLUMBIA BROADCASTING SYSTEM
OF NEW YORK CITY
"GIFT OF BABY"
WORLD TRANSMISSION
THIS WEEK: ERIC ALMIRE, DELVEY
NEXT WEEK: ERIC PALICE, B. Y.
OPEN FOR Engagements
For Information
Hillis Webster—New York 1-8000

The Original
Boop-Boop-a-Doop Girl

**HELEN
KANE**

THE GREEK AMBASSADOR
OF GOOD WILL

**GEORGE
GIVOT**

Every Tuesday 10 P.M.
Coast-to-Coast

Columbia Broadcasting System

Personal Direction
HERMAN BEERIE
162 Broadway New York

**ADE
LYMAN**

AND HIS
CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC—Tuesday, 8:30 to 9 P.M. EST
(Phillips Debut)

WEAF—Friday, 9 to 9:30 P.M. EST
(Phillips Debut)

WBAL—Sunday, 9 to 9:30 P.M. EST
(Phillips Debut)

**Mme. ERNESTINE
SCHUMANN-HEINK**
Sponsored by
CERBER'S BABY FOOD
WEAF, WIBX, WBBM, WBBM-TV, CHICAGO

CHARLOTTE, N.C., American Oil Co., New York City, 53 announcements, two each evening. Placed through the Joseph Kutz Co., Baltimore. WIBT.

Andrew Music Co., Charlotte, 14 announcements, beginning Sept. 2, 1934, Sunday, Wednesday and Friday daytime. Placed locally. WBT.

Armand Co., New York City, four quarter-hour evening transcriptions, Fridays, beginning September 19, 1934. Placed through Radio Sales, Inc., New York City. WIBT.

Benjamin Moore & Co., New York City, 15 15-minute live spot announcements, Wednesday evenings, beginning August 23rd. Placed through Radio Sales, Inc., New York City. WIBT.

O. R. Black, Bussemer City, N. C., 13 one-minute announcements, beginning August 31, 1934, Friday daytime. Placed direct. WIBT.

Chrysler Corp., Indianapolis, Detroit, Mich., five one-minute transcriptions, daily evening, beginning Aug. 27, 1934. Placed through Radio Sales, Inc., Chicago. WBT.

French Lick Springs Hotel Co., series of 46 one-minute transcriptions, Monday, Wednesday and Friday evenings, beginning Sept. 4, 1934. Placed through Radio Sales, Inc., Indianapolis. WIBT.

Genesee Spring Water Co., New York City, series of 101 live announcements, Sunday, Wednesday, Thursday and Friday daytime announcements. Placed direct. WBT.

Montgomery Ward Co., Monroe, N. C., series of 18 15-minute live instant-daytime programs daily. Placed direct. WIBT.

Indra, New York City. WIBT.

Crane & Crane Clothier, Inc., New York City, series of 101 live announcements, Sunday, Wednesday, Thursday and Friday daytime announcements. Placed direct. WBT.

Monroe Hardware Co., Monroe, N. C., series of 18 15-minute live instant-daytime programs daily. Placed direct. WIBT.

Ward's, Boston, Inc., Boston, Mass., N. J., series of 30 one-minute daytime transcriptions on Tuesdays and Fridays, beginning Oct. 1, 1934. Placed through Radio Sales, Inc., New York City. WIBT.

Northland Phonaco Co., Newark, N. J., series of 20 live announcements, daily each evening, beginning Oct. 29, 1934. Placed through Radio Sales, Inc., New York City. WIBT.

Lever Brothers, Lifebuoy Soap, five-minute transcriptions every Tuesday, Thursday and Saturday, each week until December 15. Placed by Ruthrauff and Ryan. WIBT.

Ruthrauff Clothing, Hartford, 100 announcements of 125 word each, Monday, Wednesday and Friday. Placed direct. WIBT.

Alpin Show, Hartford, one 15-minute broadcast each Thursday at 8:30 P.M. on current attractions, music and exploitation. Placed by Hammer Art Co. WIBT.

Louie's Theatre, Hartford, announcements each week. Placed by Hammer Advertising Co. WIBT.

Wankle Dog and Cat Food, 18 weeks. WSOQ.

Wax-Rite Floor Polish, 16 weeks. WIBC.

McClure Tires, 16 weeks. WIBC.

Lucille Shop, 15 weeks. WIBC.

Rosemary Jellies and Jams, 18 weeks. WIBC.

WIBT, New York City. WIBT.

CHICAGO

Mano-Kreame Company (M-M Cold Remedy), one minute spot announcements for 15 weeks, twice daily for six days a week. (Wade Phillips) WIB.

Spiegel Paper Company, 18 50-word announcements daily during Homemakers' hour. (J. Walter Thompson Agency) WIB.

Lewis Hotel Training Schools, Washington, D. C., 15 five-minute transcriptions during Merry Go Round program Saturdays. (Rossmartin, Inc. Agency) WIB.

Crazy Water Crystals Company, 15-minute programs daily except Sunday for 13 weeks and 15 renewal. (Bosman and Crane, Inc. Agency) WIB.

Gardner Nursery Company, continuation for six 15-minute programs. (Northwest Radio Advertising Company) WIB.

Life Song Company, one minute announcements three times a week for 13 weeks during Homemakers Hour. Direct. WIB.

Krengle Company, 15-minutes.

Sundays starting Sept. 16, with re-plays for 13 weeks. (Guthrie-Bradford Agency) WIB.

Parke's Company, minute announcements slightly for 13 weeks starting Sept. 16. (Rogers and Smith Agency) WIB.

Lealle Youngusband Company (Masquerade Face Powder), 15-minute periods three a week starting Sept. 16, 1934. Your Unseen Friend. (Philips Engle-Philips Agency) WIB.

Northwest Store Company, nightly announcements for 13 weeks. Direct. WIB.

Knights Bird Seed Company, 15-minute periods weekly for six months, feature a Poss Miller (coach) talk in spots. Placed direct. WIB.

Johnson C. Burrus, program Sundays 2:30-3:30 p.m. except Sunday. Placed for 14 weeks. WIB.

Four Provinces Irish Program, one-hour weekly for 14 weeks. Placed direct. WIB.

Naft Gold Buying Service, 10 announcements daily for 28 weeks. Direct. WIB.

Silver's Chair-dressing spot announcement participation in three weekly German program, for 13 weeks. Placed direct. WIB.

Parker Pen Company, minute announcements nightly starting Sept. 16. (McCann-Erickson Agency) WIB.

Port Wayne

Bluffton Street Fair, spot announcements. WIB.

CentFire Brevers, weather reports. WIB.

Darling Dress Shop, announcements three times daily. WIB.

Kirk Milling Company, Finley, Ohio, spot announcements. WIB.

Mountain States, daily announcements. WIB.

Norwich Pharmacal Company, spot announcements. WIB.

Moskino, Inc., daily announcements. WIB.

Orpheum Dry Cleaners, three times daily. WIB.

Patterson-Pletcher Men's Store, three times daily. WIB.

De Mira, renewal, three times daily. WIB.

Ye Old Tavern, newest addition to Round-the-Town program, daily music. WIB.

Standard Homeopathic Co., Monday to Friday 10:45 to 11:15 A.M. organ and speaker. (Tom Wallace) WIB.

Lipton Tea Co., Monday 1 to 9 P.M. Blue Monday Jamboree, twice weekly. Don Lee network.

Radio Jamboree, variety show. (Charles H. Mayne Co.) Columbia Don Lee network.

Rocket Gasoline Co., Monday, Tuesday, Wednesday, 7:45-8 P.M. mystery drama serial. (Document & Hobman) Columbia Don Lee network.

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Pay for the Piper

The Government, in its petition against the American Society of Composers, Authors and Publishers, may be sincere in adhering to legal subdivisions. There may also be a trace of the position that, perhaps, some of the pleasure of the music appreys for the selection of music does lie in it. But it is logical to presume that the Government would not want to deprive any creative author of the basic rights endowed the performers under the protection of the copyright statutes of this country.

It also seems that the influences behind the Congressional attack on The Fan Alley are as much concerned with the legality of this move—the rights or wrongs of collecting money taxes by one or another form of organization—as the intent to get something to put into or nothing for it.

The musicians are entitled to what they can get for their creative abilities. That is the essence of all fair trading. Even under the NRA platform of everything for the common good, a direct analogy has cropped up in another branch of the entertainment business. The Motion Picture Code has modified itself to moralizing provide for no less or better than other behavior. The Washington interpretation to this is that not only are the other forces in the picture business worthy of their hire, but also as much more as they can achieve through individual bargaining.

Why begrudge the songwriter who is now deemed to be in the "big money" if averaging \$10,000 a year? Under existing circumstances radio absorbs so much song material as it can be fed; hence even the major radio stations recognize the validity of the song copyright owners' claims by concurring to successive 14-and-15% fees on their gross income. It is a wonder the scale isn't twice that, and expressively by the broadcasters' national association that they "use" it much less such increased proportions in a trend that is apparently faltered by the deduction that if radio continues its banalizing absorption of the songwriter's tunes and immunities then radio must pay the piper.

It requires no perspicacity to appreciate the necessity of music to radio. Or would it practically any phase of show business? The picture people, both in production and exhibition, recognize that. Likewise the hotels, night clubs and dance halls.

Music conditions have changed the aspect for the songwriter and popular song publishers. The last few years have overlaid two still thriving sectors of show business—radio and pictures. Both of these are "Big Business." And so, with radio adding its contribution, and with pictures growing into the millions of the big effort of the nation—weekly, the songwriter and music publisher who feed both with vital ingredients are entitled to their economic reward.

The Fan Alley's antagonists have stampeded an aggressive and periodically "very hot" attitude. Incredibly they argue that the plugging of popular songs does the music a favor, yet why also pay for the privilege of helping popularize their tunes? Plainly they were remissed that the task of the Fan Alley (or indeed all) reporters and editors is to expose the various facets of show business. And that the popular ear would be docile to a song unless it functioned.

From the latest trials while the performing rights of the Fan Alley by present practice had to assume the position of becoming the major tax of the music business. And that the popular ear would be docile to a song unless it functioned.

For the best interests of the important branches of the entertainment business apart from the Fan Alley there would be a club event.

Where phonograph record royalties, performing right fees and the like tend to be more or less monetarily important to the sale of sheet music, musicals, etc., a separate

Most Played on Air

To summarize the rest of the country with the figures used on the air around New York, the following is the compilation of the songs most played on the major networks last week, in relative standing according to the number of combined plays on NBC, CBS and WOR:

I Born Slave
Cigarettes on Dark
I'll Cross My Arms
Pardon Southern Accent
Very Thought of You
I'm in Love
Only More Eyes for You
For Lonesome Caroline
Didn't Believe Me
Lights Are Low
...
For All We Know
Moon River
Moon Over Shoulder
Bust on Mouth
Here Come British
Can You Face Me
All Forgotten Now
Say It
Never Had Change
Love Is Death
Moon Was Yellow
Then I'll Be Tired
Take Lessons from Last
La Cucaracha
Have a Little Dream
Getting sentimental
The Dream
With Eyes Wide Open

Performance Cancelled When Wagnerian Opera Choristers Go on Strike

Charlotte, N.C., Sept. 10.—Presentation of "Tristan & Isolde" was called off at Asheville last week due to a strike of the chorus of the Wagnerian Festival Opera Company, playing an open-air concert there.

The series was rescheduled the following day with "Traviata Rustica" when the trouble was settled.

"Traviata" was called off after an audience of 100 had walked 20 minutes for the curtain to rise. An announcement was made that the chorus had gone on strike and the audience fled quietly out and the manager was forced to leave.

Dr. Max Rynd, managing director of the company, said the chorus struck because it had been refused a half weeks pay, amounting to \$464. George Coggan, local manager for the company, explained that the chorus had not been home and that he told his should have the money intact until all bills had been received. This was followed by the announcement that the company had been reorganized off its operating basis.

The company was placed under the direction of a committee of representatives from each division—artists, chorus, orchestra, ballet, etc. A statement was issued explaining that the strike came as a result of management as the part of a hired manager employed by our company in New York. It was added, "This manager has resigned."

The performance that was omitted as a result of the strike was given at nearby Hendersonville at the invitation of the Hendersonville chapter of Lions.

At a meeting of the chorus at the hotel where the company had planned to make its headquarters, Dr. Rynd, the manager, was asked to speak to the members.

He said that the chorus had been called off because of the strike and that the company had been reorganized off its operating basis.

Accordingly, the Fan Alley state had to be postponed and other non-Fan Alley organizations were recruited to fill the gap.

If that failed for a high percentage of revenue from sources that had the resources of a national organization at their disposal, it is that the Fan Alley for remaining billing if the fees charged have been increased above those

for the first tax players—agreed upon for what makes

TOURIST SONGS

Chicago, Sept. 10.—Morrison Hotel has booked Stanley Myers and orchestra and Dan Caruso and his marimba band for the Terrene Garden, to start Sept. 14.

They will be continuous with the NBC orchestra during. They will also share time on NBC nights.

Richmond's NRA Plaintiff a Puzzle To Max Mayer

Max Mayer, head of the Richmond-Mayer Music Co., journeyed to the first trial recently that his former partner, Maurice Richmond, had in May complained to the NRA authorities that he (Mayer) was using his sheet music to restrain under cost price. Richmond's charges came to light when Mayer, on the result of a summons, appeared before George Maynard Fleming, director of the trade practices division of the NRA Compliance Board. Also cited was Richmond's letter to the board was the Ambry Music Co.

Richmond apparently wrote the letter at the time the Music Dealers Service, Inc., was trying to have the New York Supreme Court set aside the antitrust laws had emerged from nine publishers while his antitrust case was on trial in the Federal Court. Though the Richmond complaint had been on the scene since the early part of May, the New York NRA enforcement didn't get around to acting on it until two weeks ago, when the summons was served to Mayer.

At the hearing of the complaint last week Richmond was not present. Irvin A. Edelman, Mayer's counsel, informed Fleming that the charges pointed his client, since the songs that Richmond had cited in his complaint could only have been bought through Richmond, and that Mayer Co.'s billings would show that this music was sold at the prices it had been bought from Richmond as agreed for the publishers involved. Edelman also pointed out that since there was no music code in effect, there could have been no violation. To this he add'd of the antitrust that if it was the general wholesalers' code that Richmond had brought his complaint under, there was nothing the NRA authorities could do about it, anyway, because that code contained no provision about undercutting.

The company was placed under the direction of a committee of representatives from each division—artists, chorus, orchestra, ballet, etc. A statement was issued explaining that the strike came as a result of management as the part of a hired manager employed by our company in New York. It was added, "This manager has resigned."

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ASCAP Gives Burkan Full Power In Gov't Suit Defense; Directors Pledge Unanimous Loyalty to Soc.

Redeemed Robbins

Jack Robbins doctors his lung now due to complications following extraction of his tonsils. May order the music studio to exercise his own judgment, even to the extent of retaining additional legal counsel, in any legal move he deems necessary was voted him by the ASCAP board of directors at a meeting on Wednesday.

Robbins' doctors say he has four now due to complications following extraction of his tonsils. May order the music studio to exercise his own judgment, even to the extent of retaining additional legal counsel, in any legal move he deems necessary was voted him by the ASCAP board of directors at a meeting on Wednesday.

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Nathan Burkhan will defend the defense of the American Society of Composers, Authors and Publishers in the U. S. Government's suit for dissolution of the performing rights coalition. Authority for Burkhan to exercise his own judgment, even to the extent of retaining additional legal counsel, in any legal move he deems necessary was voted him by the ASCAP board of directors at a meeting on Wednesday.

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3D HEARING ON MUSIC CODE SEPT. 19

Music code will have to undergo another public hearing in Washington. This third hearing, set for Sept. 19, will be of interest to standard publishers only. Popular fiction stayed the censure several weeks ago.

Only step remaining preliminary to the code being passed on to President Roosevelt for his signature was the approval of the standard section of the industry. Final move struck a snag when the Theodore C. Parker Co. interposed an objection to the clause in the code which bars standard publishers from selling to teachers and educational institutions at prices lower than those granted local dealers.

When the standard men failed to get together on this point John Williams, NRA administrator for the publishing industries, decided to give the difficulty an open hearing.

Gibbons-Green Series

Carroll Gibbons, English comic-paper pianist, will join with Johnny Green, Yankees ditty boy, in a series of two-plane phonograph records during Gibbons' current visit to this side.

Piano music similar done in New Zealand.

Please note at the local music publishers' meeting last week were Joe and Alice Lee, piano and harp, and the Gibbons-Green series. The new series will get an airing before a jury within 18 months. Whatever outcome will probably will appear in the court of last resort, which may drag out for another two years. For the meantime, and that's Aug. 31, 1935, radio's contract with the Society will expire and a new deal will have to be negotiated.

At a meeting of the directors of the Music Publishers Protective Association Tuesday (4) it was decided to leave the defense of the MPFA's phase of the suit to Francis Gilbert, the organization's general counsel. It was also agreed that the MPFA would file its own answer to the government's complaint without regard to the other defendants.

At a meeting of the

MPFA's

general counsel

and Francis

Gilbert

Music Corporation of America, proudly presents
THE WORLD'S FINEST DANCERS

VELOZ and YOLANDA



Photo-Lock—Chicago Daily News
"BORN LIKE THE AUTHENTICATE
CREATION OF VELOZ AND YOLANDA,
AND THEY CREATE AN AUTHORI-
TATIVELY PERFORMED PORTRAIT OF
THE LOVERS FULL OF ENTHUSIASM.
BRAZILIAN DANCING EACH DANCE
AS IF IT WERE TO BE THEIR
LAST."

*Quinton Reynolds—
Editor of National Weekly*

"PROPS FOR THE DANCERS TELL
ME THAT ARE THE MOST DANCERS
OF THIS TIME IN THE WORLD. I
GIVE THEM A BIG BONK AS
THEY FLOAT OUT THERE ACROSS
THE FLOOR OR THE WINGS OF SOFT
MUSIC. THEY LOOK LIKE TWO
WEAVING BIRDS SWATHED IN A
GENTLE BREZE. AND AS YOU
WATCH THEM YOU SOMETIMES
WONDER IF THEY ARE GEE."

*Adelle Stevens (Former Author and
Book of Chicago's Dramatic Critics—
Chicago Evening American)*

"DO YOU KNOW HOW MANY
TIMES I HATE SEEN VELOZ AND
YOLANDA DANCE BUT I DO KNOW
WHAT I SAYN NOT SAYN THEM
DANCE ENOUGH . . . TRAP
THEIR APPARENTLY RUFOMIN
GEECH IN INCONFIDENCE . . ."

John Reddenlock—Chicago Daily News
"DANCING VOLUNTARY FITTING-
LY TO DECIDE THIS TEAM—AL
WE CAN SAY IS THAT IF IT'S THE BEST
SHOW EVER SAW, VELOZ AND YO-
LANDA DANCE WITH THEIR EVER-
LASTING HANDS . . . HERE IS THE
ONE ATTRACTION THAT LIVES UP
TO THE BILLING—THE WORLD'S¹
AUTHENTIC BALLROOM DANCERS."

CHICAGO HERALD EXAMINER Editorial

Clean Dancing

THE discussion about the necessity for cleaning up indecent motion pictures and indecent literature has grown into a storm.

Indecency in films and literature undoubtedly is having a bad effect upon the community.

However, there's another form of indecency which is having, in another direction, an equally bad effect upon both young and old. This is indecency in dancing. It applies equally to professional dancing in the theater and in other places of amusement. It also applies to improper and indecent floor dancing in dance halls, cafes and other places so generally frequented today by our young people. Some of it is absolutely shocking.

Most of the present day dancers seem to think that to draw applause they have to go through filthy suggestive movements, or that they practically have to strip, or use just balloons or fans as alleged covering.

If these dancers would use their intelligence, they could readily ascertain that the greatest applause goes to the finest and cleanest dancers.

An example of this is found in the appearance of Veloz and Yolanda, the most charming young dancing couple before the public today. Originally introduced to Chicago at the Palmer House and now appearing at the Ches Paree, these young people have captured the heart and imagination of the city. In fact, they have become a rage, here as well as in other cities where they have appeared.

It is a matter of pride with them, they explain, that neither the least suggestive bit of dancing nor the tiniest bit of questionable costuming is ever done by them. They depend entirely on the poetry of clean motion and their remarkable ability as perfect dancers. Every smile and every look that passes between this charming young married pair shows only adoration and respect for each other. Perhaps that is why they get such tremendous applause from their audiences, and why they will probably go on dancing long after some of the filthy dancers are forgotten.

The Herald and Examiner suggests that the filthy dancers take the trouble to see Veloz and Yolanda and learn from the tumultuous applause they will bear that the public still likes cleanliness.

*Charlie Brown—
Chicago Evening American*

"DANCING YOUNG DUTCHIES WITH
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INTERNATIONAL POPULARITY AND
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FAVORITES OF A DANCE LOVING
WORLD—"

Charlie Brown

"EVERY NIGHT IN THE HOUSE WAS
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THE FIRST SHOW FRIDAY. IT
WASN'T HARD TO TELL WHY. AFTER
YESTERDAY AND YOLANDA WERE INTRO-
DUCED, BY THE BOUNDS OF AP-
PLAUSE IT SEEMED EVERYBODY
CAME JUST TO SEE THEM."

Hotel St Regis
Seaglades
Roof
76 WEEKS

Central Park
Canna
65 WEEKS

Embassy Club,
Miami, Florida
516
Concerting
Singing

Colombia Grand
Ambassador
Hotel
Los Angeles
15 WEEKS

Ingraham Room,
Palmer House,
Chicago
22 WEEKS—
Closed Breaking
Business

Featured in
"MANY HAPPY
RETURNS"
Paramount
Picture

PALACE THEATRE Chicago

* WEEK OF AUGUST 24, 1934 *

EQUALLED THE HOUSE RECORD
GROSS ATTENDANCE \$7,304

POSITIVE BOX OFFICE VALUE FOR EVERY THEATRE

SHEETS UP IN EAST, BUT OFF ON COAST

August took on a bright glow for the sheet music trade. The business was not only way ahead of July, but topped the flow toward the counters for every month since the March slump.

'Love in Bloom' (Famous) turned out a robust bellwether for the industry. With the turning point into September, this tune from Paramount's 'She Loves Me Not' was still showing a weekly distribution of 10,000 copies. Last week it passed the 200,000 mark.

For the disc element it was another month of doldrum. Trade is hopeful that the release of Decca's first hit will serve as spur to sales. Bing Crosby had the lead by a wide margin over all three major lineups with his recording of 'Love in Bloom.' Ray Noble turned out Victor's best hit.

In the sheet alignment for August 'I'll String Along With You' (Wilmart) made a poor second. With the end of the month this number had pretty well run its course. Among the runners-up for last month were 'For All We Know' (Presto), 'Moon Glow' (Mills), 'Parade My Southern Accent' (Berlin), 'The Very Thought of You' (Wilmart), and the non-copyright 'The Man on the Flying Trapeze.'

Chi Biz Improves

Chicago.

Sheet music business is healthy in this territory without being sensational. August was an improvement over July and the trade has a better feeling all down the line. 'Love in Bloom' was the sky-rocker of the session, zooming up into first place with little difficulty. At present far outdistancing its nearest competition, doing better than two-to-one over the second best song. 'I'll String Along With You' 'Bloom' stands out as one of the biggest rock tunes since 'Good Night Sweetheart.'

Not in the list of blue-ribbons but rising rapidly are 'I'll Be Starred,' 'Only Have Eyes for You' and 'Two Cigarettes in the Dark.'

Little excitement in the disc field, with the trade awaiting the Decca releases. Biggest item is the revival of 'Hot Lips,' the Henry Busse theme tune, taking the top Columbian spot.

Const. Blomp

Los Angeles.

Although the bottom dropped out of sheet music sales hereabouts during August, 'Love in Bloom,' popularized by Bing Crosby in 'She Loves Me Not,' has been the biggest seller in months. Four of the July leaders continued to hold their pace. These included 'I Never Had a Chance,' 'String Along With You,' 'With My Eyes Wide Open,' and 'All I Do Is Dream of You.' 'Cuckoo for Two' also continued in demand, with 'The Very Thought of You' and 'Tumbling Weed' being runners-up.

Platter market was considerably shot with Columbia failing to come through with any new releases, and turnover of that product being practically nil.

Bing Crosby's recording of 'Love in Bloom' led the Brunswick calendar by long odds, and 'Dust on the Moon,' played by the Eddie Duchin orchestra, topped for Victor.

With the entry of Decca records in the field, and initial output due here early this month, retailers here, particularly the better grade of stores, are preparing to drop one line of the popular recordings.

DENNIS FOR BIJOU

Mort Dennis from the Shinnecock Hills County Club on Long Island is listed for Le Bijou, East 56th Street nighty, opening soon.

Dennis was at El Patio, Palm Beach, a couple of winters ago.

Kayser in Blackhawk

Chicago, Sept. 10.

Kay Kayser orchestra comes into town from the Coast to move into the Blackhawk cafe spot Oct. 1. Replaces the Hal Kemp aggregation, which goes to the Hotel Pennsylvania, New York.

AUGUST MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING AUGUST BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1	'Love in Bloom'	'Love in Bloom'	'Love in Bloom'
Song—No. 2	'I'll String Along With You'	'I'll String Along With You'	'I Never Had a Chance'
Song—No. 3	'All I Do Is Dream of You'	'All I Do Is Dream of You'	'For All We Knew'
Song—No. 4	'I Never Had a Chance'	'With My Eyes Wide Open I'm Dreaming'	'With My Eyes Wide Open'
Song—No. 5	'With My Eyes Wide Open'	'I Never Had a Chance'	'All I Do Is Dream of You'
Song—No. 6	'Only Have Eyes for You'	'Sleepy Head'	'I'll String Along With You'

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'Love in Bloom,' 'Straight from the Shoulder' (Bing Crosby, with Irving Aronoff Orch.)	'Love in Bloom' (Bing Crosby)	'Love in Bloom' (Bing Crosby)
BRUNSWICK—No. 2	'You're a Builder Upper,' 'What Can You Say in a Love Song' (Leo Reisman Orch.)	'Moon Glow' (Casa Loma Orch.)	'I Never Had a Chance' (Casa Loma Orch.)
BRUNSWICK—No. 3	'For All We Know,' 'When You Were a Smile on Your Mother's Lips' (Hal Kemp Orch.)	'Love in Bloom' (Hal Kemp Orch.)	'Crickets in the Grass' (Ted Flu-Rite Orch.)
BRUNSWICK—No. 4	'Anything That's Part of You,' 'Love, Can't You Hear Me Calling' (Guy Lombardo Orch.)	'Sleepy Head' (Mills Bros.)	'Mauna Loa' (Bert Ambrose Orch.)
BRUNSWICK—No. 5	'The Lonesome Road,' 'Gein' Name' (Boswell Sisters)	'Pardon My Southern Accent' (Casa Loma Orch.)	'Born to Be Kissed' (Freddy Martin Orch.)
BRUNSWICK—No. 6	'Moon Glow,' 'You Ain't Been Livin' Right' (Casa Loma Orch.)	'Annie's Cousin Fannie' (Dorsey Bros. Orch.)	'Why Don't You Practice What You Preach' (Boswell Sisters)
COLUMBIA—No. 1	'I Only Have Eyes for You,' 'Born to Be Kissed' (Ben Melvin Orch.)	'Not Like' (Henry Busse)	'Moon Glow' (Benny Goodman Orch.)
COLUMBIA—No. 2	'Hot Lips,' 'Jealous' (Henry Busse Orch.)	'Moon Glow' (Benny Goodman Orch.)	'I Ain't Lazy' (Benny Goodman Orch.)
COLUMBIA—No. 3	'Rollin' Home,' 'The Price Waits' (Ben Melvin Orch.)	'Feel That I Am' (Henry Busse Orch.)	'Onyx Breakdown' (Joe Sullivan)
COLUMBIA—No. 4	'I'm Counting on You,' 'I Wish I Were Twins' (Emil Coleman Orch.)	'I've got a Warm Spot in My Heart for You' (Ben Pollack Orch.)	'Stamping at the Savoy' (Chick Webb Orch.)
COLUMBIA—No. 5	'Moonglow,' 'Breakfast Bell' (Benny Goodman Orch.)	'The Price Waits' (Ben Melvin Orch.)	'All I Do Is Dream of You' (Henry Busse Orch.)
COLUMBIA—No. 6	'Stamping at the Savoy,' 'Why Should I Beg for Love' (Chick Webb Orch.)	'I Wish I Were Twins' (Emil Coleman Orch.)	'I've Got It' (Jack Teagarden Orch.)
VICTOR—No. 1	'The Very Thought of You,' 'I'll Be Because of You' (Ray Noble Orch.)	'The Very Thought of You' (Ray Noble Orch.)	'Dust on the Moon' (Eddie Duchin Orch.)
VICTOR—No. 2	'Love in Bloom,' 'Straight from the Shoulder' (Paul Whiteman Orch.) (Richard Himmer Orch.)	'Dust on the Moon' (Eddie Duchin Orch.)	'From Now On' (Isham Jones Orch.)
VICTOR—No. 3	'Cocktails for Two,' 'Live and Love Tonight' (Duke Ellington Orch.)	'Love in Bloom' (Paul Whiteman Orch.)	'For All We Know' (Isham Jones Orch.)
VICTOR—No. 4	'Moon Glow,' 'Husha Hush Ma Jea' (Cab Calloway Orch.)	'I Only Have Eyes for You' (Eddie Duchin Orch.)	'The Very Thought of You' (Ray Noble Orch.)
VICTOR—No. 5	'I Never Had a Chance,' 'Dust on the Moon' (Eddie Duchin Orch.)	'An Hour Ago This Minute' (Ray Noble Orch.)	'My Dear' (Jan Garber Orch.)
VICTOR—No. 6	'Rolling in Love,' 'Domino' (Eddie Duchin Orch.)	'Moon Glow' (Cab Calloway Orch.)	'Moon Glow' (Cab Calloway Orch.)

NIGHT CLUB REVIEWS

Hollyhock Gardens

Warren, O., Sept. 5.

A premiere of the Hollyhock Gardens, one of the most elaborate of Ohio night spots was given to a sellout crowd. Opening drew due to presence of Estelle Taylor and 'Pinkie' Hunter and his NBC orchestra, popular with Cleveland night club patrons and responsible largely for the many Clevelanders in attendance.

Jim Morrissey has given this attraction a club worthy of Broadway and enlarged. Heavy carpets, a colorful interior with varied indirect lights lending beauty to the situation, a scenic effect of gold, red and green with a background of hollyhocks, larger place, with a new spot-light aiding in the affair, makes the Warren aerie one of the finest.

Hubert 'ex-Emerson' Glavin, the king of comedy, the white mettalic Taylor always meets of her allotted time and it is perhaps the first time in many years of entertaining night club audiences that she has been featured in a town this size.

Margie Dunn girls, Grey Sisters, Niki Lou Norman, and the team of Joy and Lucille round out a most pleasant floor show.

Estelle Taylor, getting \$1,250 for her week, appears at the local spot. Munsee plans to continue the present policy all fall and winter, and occasionally will bring in a big name band attraction.

EL CHICO, N. Y.

This is one of the metropolitan's bright spots, distinctive and distinguished in every degree of personnel, management, appointments and catering with one of the most unique wine lists extant and sure to mix in all the authentic Latin country punches, tases and taney rum drinks. This latter New

Orleans' visiting VARIETY music further endorses through the authenticity of the way they fashion the Maracai cocktail, which is peculiarly indigenous to N. O.

With this liquid endorsement, plus the obvious palatability of the McCay Spanish cuisine, Benito C. Collada, who runs the spot, has further garnished the environment via authentic Spanish architecture, an ornate set of tables and chairs and a type of show that's not synthetically Castilian or South American but unique in its character and personnel. That the New York's Spanish grandees make this their favorite nite spot is perhaps the best answer.

Outstanding this season is the imported Rosendo de Triana, who sings in Flamenco. She is an authentic Flamenco, that unusual branch of native who, according to Jose Madrid, Director of the show, is a mixture of Spanish, Arabian and Jewish. Apparently Flamenco can also become risque, but it is explained that Senorita de Triana's lyrics are anything but, although the words are less than 50% of her style, for she has an extraordinary personality and vocal-dancing style of delivery which should get her important attention even among the most ardent natives. Her dancing is likewise different in its manner and equally as important in her artistry.

In order to get her to stop off in New York (this concert artist is en route back to her native Madrid from a South American tour), Collada has also engaged her special pianist, Luis Lopez, and her own pianist, Munio de Torre, brother of Emilio de Torre, the orchestra leader at El Chico.

The show as it appears thus far is more of a concert entertainment than nite club frolicking, which is what makes everything about El Chico unique. Luis Lopez' intricate guitarizing is bound to become the talk of the local name bands.

String-slammers within the week. This way he tickles those strings will close all the guitars members of the A.F.M. down in Grove street in Greenwich Village for an a.o.

Hand in its entirety is another outstander. If Chico has a radio wire that hand is going to become something of a local sensation. They're billed as Emilio de Tedres and his Plioceras.

Mona Monte, ballerina; Anita Morales and Lorenzo Herrera, vocalists, round out the show, also okay. Herrera also handles those maracas as only a native can, using 'em to self-accompaniment.

Collado is the Spanish Joe E. light among the allitery hosts who make their own show. He has a nice ensemble in presenting with the guests from the floor, and knows how to pace everything to maintain a full evening. El Chico has a \$1.50 (American) and \$2 (Spanish) dinner, but the check will average \$4 a person probably for hanging around all evening. Forget about grabbing a quick dinner and seeing a show in the normal fashion—you'll never make the show. Ask the New Orleans' O. M. Shamans.

El Chico is open daily.

WCAU Booking Clubs

Philadelphia, Sept. 16.

Anticipating a big fall season in door shows, WCAU's artist Bureau has gone strong into the saltry field with date spot operations under Mannie Mack's direction, bureau has signed the three leading rooms—Anchorage, Rita-Carlton hotel and the new Arcadia International.

It is expected that studio talent will be made available for nitery bookings as a tie-up to build bookings for touring artists.

Carl Moore and orchestra open at the Rainbow Garden in Denver Sept. 22. Margie Dunn, blues singer, is the vocalist.

Geary Theatre, Frisco, as Night Spot Under Kohl

San Francisco, Sept. 10.

With sufficient capital said to have been pledged, Clarence Kohl is going ahead with plans to give the Geary theatre a night club make-over. Seats will be ripped out and tables installed on a terrace effect. Stage will be lowered so that patrons can easily ascend for dancing. Figured \$100,000 will be spent to ready the spot for a Thanksgiving Day opening.

Two orchestras will furnish music. Also tried out will be tub operations. Definition policy will be determined after first of the year.

Chi Par Club's Show

Chicago, Sept. 10.

Frankie Howard returns to the birthplace Paramount Club to book show this week, backed through Leo Salk and Al Burke.

In the line-up are Billy Gray, inc., Shannon Dean, Constance Sisters and Andrews Sisters.

NEW PRODUCING FIRM

Ted (Mephisto Tucker) Mephisto's brother Sol, with Nat Vestoff, have opened Delmonico Enterprises to book and produce nite club shows. They will stage the Delmonico Club (N. Y.) revue for Sept. 27 opening. Arthur Price associated on publicity.

Dell Cobb booking has been held over at the Grove, Houston, Tex., for six weeks.

Clark Robinson, restaurateur, the Elks club, Brooklyn, into the International Casino & the Haus Vaterland, Berlin, housing 12 different type restaurants.

Inside Stuff—Music

Francis Gilbert, of Gilbert & Gilbert, Counsel for the Music Publishers' Protective Association, is running for Sheriff of Nassau County, L. I.

Second generation of Tin Pan Alleyites finds Tapie son, George, in the Shapiro-Bernstein professional department, and Phil Kornholzer's boy, Bill, dittoing for Famous Music.

Jack Hahn, mess of Decca, isn't a musician, yet he is a phonograph recording executive with the rep of having one of the keenest ears for music in the business. He can tell if a 1-16th note is wrong which is more than his chief conductor, Victor Young, highly accredited musical maestro and a trained musician, admires him do.

The Government's suit against ABCAF has put a temporary quietus on the factional fighting within the publisher-director ranks of the Society, some of the malcontents' allegations coinciding with many of the D. M. proceedings filed charges in the complaint.

'Salute,' Broadway musical, gave Milton Berle a chance to break out as a lyricist. He didn't like 'I Got a Right to Moan' as an apt idea for a theme song and so, just before the New York opening, he wiped out both the title and words and using the same melody, wrote 'Just Say the Word.'

Berle was leery about the 'moan' implication, fearing it might leave the show open to ribbing of the pun variety from the critical fraternity. Frank D'Armond wrote the score and Shapiro, Bernstein, publishing.

NBC transcription department is seeking from the Music Publishers' Protective Association a special type of license for itself. Negotiations to this end were started last week.

Web does not want to make its royalty payments on the same basis as does the World Broadcasting System. NBC is interested in devising a system that in a single payoff would cover them with the MPRA regardless of the number of records turned out. Network's proposition is to take care of the royalty fees in a single swipe as the series is laid out for production, while the World Broadcasting method is to pay the MPRA as the discs are sold.

Irving Mills last week started on his assignment as recording impresario for Brunswick and its associated labels. In addition to producing stylized interpretations of the modern musical rhythm, Mills will supervise the bookings of all artists for Brunswick.

Among those coming under Mills' personal direction in the matter of reporting and recording are Duke Ellington, Cab Calloway, Mills Blue-Rhythm Band, Benny Goodman, Ira Kay Hatton, Hollywood Septette (Alex Hill), Lad Gluskin, Chuck Richards and Don D'Arey. He will also stencil a combo under his own moniker.

In addition to Brunswick these acts will be recorded on the Columbia, Vocalion, Okeh and Perfect labels.

New dance combo that's come up recently via air popularity is in much disfavor with the music pubs, who don't like the band's high-hat attitude about pidgin new tunes.

On the other hand Vallee is still the song plugger's delight because Vallee will believe a publisher who insists that he (the pub) is staking his catalog on this No. 1 plug song. Vallee has been known to state that if a music firm will stake its destiny on a certain piece of song material becoming a hit, he's willing to play along with the publisher and give it a ride just to co-operate. Vallee has sometimes gone that and found that his original dubiousness about some song was in error and the publisher's hyper-enthusiastic judgment (always a stock in trade) was right for once.

The SHOREHAM

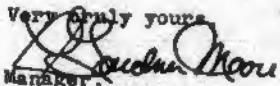
*Connex Avenue at Calvert Street,
Washington, D.C.*

Dear Mr. Sanford:

I wish to take this opportunity of writing to express my appreciation of the production you arranged for The Shoreham.

I do not hesitate to say that it was the most excellent entertainment we have had here at The Shoreham; in fact, I think it was the finest floor show to be presented in Washington.

Looking forward with pleasure to doing business with you again, I am,

Very truly yours,

Charles Moore
Manager.

OUR CHAIN FLOOR SHOWS INSURE BETTER ENTERTAINMENT AT SMALLER COST

20th Century Enterprises, Inc.
Tel. PLaza 3-0520
MERRYL DAVER, President

RONNIE RANFORD, Production Supervisor

NEW FALL SHOW, October 1st
SHOREHAM HOTEL, Washington, D. C.
AGAIN
A BOBBY SANFORD PRODUCTION

MUSIC-NITE CLUBS

New York Ad Agencies

(Executives in Charge of Radio)

N. W. Ayer & Son, Inc.
500 Fifth Ave., N. Y. C.
Douglas Coulter.

Batten, Barton, Durstine & Osborne, Inc.
322 Madison Ave., N. Y. C.
Arthur Pryor, Jr.
Herbert Sanford

Bantin & Bowles, Inc.
44 Madison Ave., N. Y. C.
M. M. Ruffner.

Bow Co., Inc.
521 Fifth Ave., N. Y. C.
Milton Bow.

Blackett-Spam-Hummert, Inc.
330 Park Ave., N. Y. C.
Frank Hummert.

Blackman Co.
122 R. 42d St., N. Y. C.
Carlo De Angelis.

Casell, Warwick & Casell, Inc.
230 Park Ave., N. Y. C.
J. H. McKee.

The Paul Cornell Co.
580 Fifth Ave., N. Y. C.
L. B. Cushing.

Samuel G. Brest Co.
22 W. 44th St., N. Y. C.
Arthur Anderson.

Erwin, Wass & Co., Inc.
450 Lexington Ave., N. Y. C.
Charles Cannon.

William Ely & Co., Inc.
100 E. 42d St., N. Y. C.
William Ely.

Edward Byron
Federal Adv. Agency
44 Madison Ave., N. Y. C.
Donald Bryant.

Fletcher & Ellis
321 Madison Ave.
Lawrence Holcomb.

Gardner Advertising Co.
330 W. 42d St., N. Y. C.
R. Martin.

Gotham Co.
262 Park Ave., N. Y. C.
A. A. Kros.

Lawrence C. Gumbinner
8 East 41st St., N. Y. C.
Paul Gumbinner.

Manf-Metzger, Inc.
745 Fifth Ave.

Louis A. Witkin.
Joseph Katz Co.
247 Park Ave., N. Y. C.

Bennett Larson.
Lambert & Peasey, Inc.
400 Madison Ave., N. Y. C.
Martin Horrell.

Lennen & Mitchell, Inc.
17 E. 46th St., N. Y. C.
Mann Hollins.

Robert W. Orr.
Lord & Thomas
247 Park Ave., N. Y. C.

Gregory Williamson
McNamee-Eriksson, Inc.
225 Madison Ave., N. Y. C.
Dorothy Darstow.

David Brown.
Newell-Emmett, Inc.
40 E. 38th St., N. Y. C.
Richard Shirobridge.

Paris & Paar
270 Lexington Ave., N. Y. C.
H. J. Cogan.

Pack Adv. Agency
273 Madison Ave., N. Y. C.
Arthur Blasheimer.

Pedler & Ryan, Inc.
250 Park Ave., N. Y. C.
David F. Crozier.

Frank Prudsky Co.
247 Park Ave., N. Y. C.
Fulton Dent.

Ruthrauff & Ryan, Inc.
Chrysler Bldg., N. Y. C.
Myron P. Kirk.

F. D. Ryan, Jr.
Stack-Gable, Inc.
469 Madison Ave.

Walace Hutterworth.
Tracy-Locke-Dawson, Inc.
22 E. 40th St., N. Y. C.

Jon M. Dawson.

J. Walter Thompson Co.
220 Lexington Ave., N.Y.C.

John U. Reber.
Robert Colwell.

Young & Rubicam
225 Madison Ave., N. Y. C.
Hubbell Robinson.

W. R. Stauffer.

Don Stauffer.

Jack Davidson.

New colored venue going into the Florida club, underneath the Mayfair theatre, N. Y., headed by Jessie Cryer, Mahel Scott, Ruberberg Williams, Roland Holder, Slim and Eddie, Luisa Mayne and Cass Carr orchestra.

At Kavelin extended at the Lexington hotel, N. Y., until Oct. 19, with WABC wire continuing.

Jimmy Rodgers opening at La Rioja cafe, N. Y., with Bill Osborne's Troubadours.

Radio Chatter

(Continued from page 367)

dramatizations over WNAC to build up interest in a new feature, 'Hollywood Unmasked.'

W. C. Fields in WNAC songs and winner of the Hollywood Hotel regional contest, being held over for a third week at Loew's State theatre. Carl Moore at the piano as usual.

Norman Clothier and the Merry Madcaps, broadcasting over the Blue network from WPTC, Hartford, in a series of recordings for Brunswick. The recordings are 'Flirtation Walk,' composed by Al Weibel, now with Warners, and formerly a member of the band, and 'Convention Girl,' from a forthcoming musical movie. Orchestrations for the discs were written by Ben Bonnel. Vocal choruses were by Fred Wade and Ed Snader's Leads.

Otto Newbauer, WDRB, Hartford, orchestra leader, directing juvenile band for future broadcasts.

WTIC, Hartford, studio now under construction, with a capacity of seven large studios with modern equipment will be completed within 12 months.

WDRC, Hartford, announces it will go 2,500 watts after October 1, in increase of 1,000 watts over previous power.

Jerry Mohr, WTIC, announcer, III.

WTIC, Hartford, home of the largest bass player in America. He is Herbert Berlin, and carries 365 pounds, 6 feet 4 inches tall, six and a half inches thick. The foundation of this bulk of humanity are encased in size 14 shoes.

It has been learned that Jay Ray, veteran tenor on WTIC, Hartford, made his professional debut with Montague at the age of five ten years.

Bobbi Miller, who recently won a New England prize in a national dancing tournament, has returned to WDRC, Hartford.

Announced first anniversary of WJAC, Providence, an member of NBC chain, given a birthday salute on 'Cheerio's' broadcast originating in WEAR studio. Rush Gilmore, host, was presenting the Crosses, and the felicitations.

Ted More, ex-program director at WPRO, Providence, and WNRH, New Bedford, is now in Hollywood.

Maryland

Ed Ballard subbing for Hammond Brown, Baltimore News-Post other ed., while Brown vacances.

Ed Gary has changed his ether working tag to Don Riccardo, as he starts new warbling series over WBAL, Baltimore.

Elsie Komper, addition to WFBR staff, conducting self-devoted program, 'Elsy at Switchboard.'

Walter Lintzheimen, announced at WBAL, on vacation.

It's getting so Elsy'sougher to get in to see Purcell than it is to get a Vatican audience.

Nancy Turner in N. Y. attending Fashion Congress.

Bob Maslin shuttering his Cape May cottage for season.

Purnell Gould adopting cheaters, reading only.

Tom Arnsel subbed for Hammond Brown on 'Globe-Trotter' show when latter was sick.

'Rose of Goldbergs' set, current at Hippodrome, did great things there over WPRB, Lakewood Buff Hall, NBC baritone.

Kentucky

George Patterson has replaced Morris Tucker on WAVES announcing staff. Tucker's new connection is WLAP, one of the two other Louisville outlets.

WFYK opens studio tomorrow (Wednesday) across the river in New Albany, with the station to be building the location. Station will carry 30 minutes of the Indiana's stage show each Wednesday as well as a program from the New Albany studio each Saturday.

Ohio

Joe and Harry, from Cleveland signed for two appearances daily 4:30 a. m. and 7 p. m. over Station WHIC, Canton.

Commercial manager of WCKY, Cincinnati, vacated his post at Mackinac Inn and Barkley Schroeder, p.a. for Crowley's WLW and WHAL, Cincinnati, is taking his vacation pleasure. Billy Curley, blues singer on WCKY, Cincinnati, banged up in auto smash with hubby.

Charles Topmiller, chief engineer of WCKY, Cincinnati, back from visit with radio engineers in Washington, D. C.

Charles on dramatic staff of Crowley's WLW, Cincinnati, made his 14th appearance in a D. W. Griffith comedy short, went from movies to legit and took to air in '28.

Norm Beck Thurman, concert conductor, back at WLYW, Cincinnati, after several weeks' vacation.

Wenche roles of Jessie Tilsit and Mrs. Emma Potts in 'Monkey Hollow' series of comical goings-on in mythical Dixie village, aired daily except Sat. and Sun. on WLYW, Cincinnati, are filled by Bob Drake and Jimmie Scribner.

Al Hanson, tenor, new on WLW, Cincinnati, recently resigned as superintendent of water works of Canton, Ohio, to get in radio.

Gene Burchell's orch. in second summer season at Netherland Plaza, Cincinnati, remounting through WLYW for NBC 15-minute waving on Thursday afternoons.

Omaha

Russell Baker back in. This time at the mike at WLYW.

Dee Dinkin and Edna Dugdale up from California talking with John Henry on air at KOHI, Omaha.

At Bates and Eddie Butler planning a trip to the mountains for a brief respite.

Isabelle Dickason and hubby Eddie Stowe off to the mountains for combined vacation-honeymoon.

June McCall, WLYW, singing solo, singing machine into Chicago for the Labor Day interlude.

Harriet Harris off the KOHI-KFAB continuity staff long enough to take her mother to a Century of Progress.

Harold Fair of the Bassett & Jacob offices away traveling on his

Pennsylvania

Bennie Stanhope, program director for WIGA, Lancaster, and concert organizer, always smokes a cigar while playing his pipe organ programs.

Cliff Grey, WGAI, hillbilly and carnival promoter, staged a card shower for himself on Friday (7). Cliff announced Thursday that he'd be 70 years old, to be exact, on the 15th and 200 listeners sent greetings.

Old Bill Bellay, station director of WKJC, getting primed for fall football broadcasts with new books at Williamson Field, F. and M. College Stadium.

Morton Downey may just be (Continued on page 40)

and Thrilling New York

JOE REICHMAN

and his superb orchestra, currently at the New Yorker Hotel, and broadway.

The band remains a hit because it keeps playing hits — for example:

"I Saw Stars"

"A Good Moon is Over My Shoulder"

"What About Me?"

"Lost in a Fog"

ROBBINS MUSIC CORPORATION
109 SEVENTH AVENUE
NEW YORK

GRAND OPENING

In PHILADELPHIA with

GUY LOMBARDO

And His ROYAL CANADIANS

The finest, liveliest restaurant in the country will be opened in Philadelphia on September 20, featuring Guy Lombardo in person, and a top-notch floor show. Make reservations at once.

ARCADIA

THE INTERNATIONAL RESTAURANT

CHESTNUT STREET, Below BROAD, Philadelphia

ARTHUR H. PADUA, President

Disc Reviews

By Abel Green

Latest batch of the new discs show that the boys are getting down to serious business and not dashing off their wax impressions on the run.

The companies, too, are going in for new talent and extending themselves in their assignments to local radio favorites, or to the technically proficient combinations.

Raymond Paige

From the west coast comes Ray Paige's combo which emanates from KBJ, Los Angeles, on the Don Lee (CRM) network. Paige has also been sponsoring his Rhythm Kings as a vocal combo and doing what's rarely done on a disk label—billing his arranger, F. Mills, for the orchestra.

The novelty vocal effects in "You're Pushin' But a Pushin'" from the Wall Street Flying Circus, Billy Murphy, and "Talking 'Bout Myself" from Vic's "Gift of Gab" ticket on Victor No. 24763, rate the billing, and likewise rate importantly.

Disk on No. 24,760 has two more film thematics out of Warner's "Happiness Ahead" (Glen Pop! Good Your Heart) and "Beauty Must Be Loved," both by Irving Kahal and Sammy Kahn, and, again, Mills' orchestrations. The Rhythm Kings and Marshall Gold (looking on "Beauty") sound in the desperation.

Hedden

Cub Calloway, Pats Waller, Don Redman and Fletcher Henderson have a collective library of compelling tempos music divided between the Varsity and Brunswick labels.

Calloway's Victor No. 24,696 offers "Hallelujah" in various compositions, the popular "Moon Glow" and the unusual "Hotcha Rag-musick," naturals for the Calloway boy-key and vocal attacks.

Don Redman (Brunswick 6955) is somewhat more conservative with "You Tell Me But Half the Story" and "Lonely Cabin," danceable foxtrots. Harlan Lattimore on the vocal.

Fletcher Henderson, yet dance-purveyor on Victor 54,606 (recently come under the Irving Mills banner of his league Harlem dance organizations), does things with Russ Morgan's pig composition, "Phantom Fantasy," and his own and Ned Williams' "Harlem Madmen" (Chas. Holland vocalizing), which both permit Henderson to set up technically and yet maintain high party for music on the vocal.

Pats Waller whams 'em with his rhythmanics, doing "Then 'Til He Fired You" and "There's a Little Drum of Love" in his own extraordianry style of confidential vocal interludes. Muine-tricks with melodic familiar foxtrots, as a background for the Harlem jazz technique, has always been most ideal and more certain for general appeal than the hot headed and intricate lists of the out 'n' out jazz attack.

Paul Whiteman

Johnny Mercer and Matt Matney composed the jazz dean's stock company composed the currently favorite "Pardon My Southern Accent," which Peggy Healy and Mercer vocalize, while another Mercer again clicks on the reverse (Victor 24,764) with the novelty, "Here Comes the Devil."

But this is the contemporaneous sophisticated manner. In the latest, too, Healy, Mercer and John (Babe) Hauner collab on the vocal chutzpahs of the nonsense foxtrot,

"I Saw Stars" and "Tim Counting on You" on Victor 24765 has Whiteman presenting Misses Healy and Romana, respect, as the vocal aids for the Whiteman brand of expert extrology.

Bon Bester

Victor has been using the Hotel Penny maestro as one of its most prolific dance record turner-outers. His forte are the smooth foxes and waltzes; half of the six selections are in three-quarter time. No. 24,694 includes "Waltz and Let Me Call You Mine." Neil Buckley vocalizing both. No. 24694 has two smooth foxes, "Little Church Around the Corner" and "Thy Close My Eyes to Everyone Else," while 24695 backs the Paul Francis Webster-Emergy Deutsch waltz, "More Than a Memory," with Sam and Lewis Pete Wendling's foxtrot idea, "Ooh, You Miser You." Joy Lynne collabs with Buckley vocally, while dissipatingly Bester's crew rings the bell per usual.

Rudy Vallee

Okay Vallee, who the singing world seems to start yearly on all fronts. Victor 54,637 holds a rumba, "Panama," and "I'm Hummin'," from Whistler, "I'm Singin'" from "The Lovin' Me Not." Victor 24762 couples "Just an Old Bang" and "Somewhere in Your Heart" (Vallee co-authored) as smooth and melodic as a set of four-four times as could be desired.

Isham Jones

Brownie 24681 couples "Way It Is" with "For All We Know," No. 24683, "Out of Space" with "Blue Lamant," No. 24761, "Blue Room" with Georgia

Jubilee's "Blue Room" by Rodgers and Hart, is now labeled as out of the Columbia picture of that name (originally it was a stage musical). Artie Shaw and Benie Goodman, two of the topnotch among radio and recording jazzists, composed "Jubilee," which gives an idea.

These and the other couples are done in the consummately musical manner that is so closely identified with Jones, and without their dance-instrumental.

Steve Brown

These are probably releases on the Columbia label, although they could just as well have been recently canned by Henry Busse, for they're by no means dated, excepting that the tunes, "Jealous" and "I'm Gonna Make You Jealous," are dance cushion like Busse are given to revivals of certain foxtrots. Lips having been one of the pioneer Whitehaven hits when Busse was the assistant conductor of that organization. Not only that, but Busse, later, became one of the world's greatest jazz guitarists and Lou Davis fashioned "I'm Jealous" is another revival in which Little Jack Little had a collaborative hand.

They're snappily recorded on Columbia 2537, with Busse's own brilliant brass standing out technically. Rex Griffith vocalizes.

HWOOD BOWL ENDS IN BLACK

Hollywood, Sept. 16.

Although expected to be more or less of a lemon, the Hollywood Bowl, by rhythmanic reason, operated by the tuxedoed on a co-op basis ended with dough in the treasury after paying the musicians their full salaries during the season.

Success of the open air evening concerts was a surprise all round, as even the co-op musicians expected to take it on the chin when the usual socialist backers refused to finance the concert.

Musicians decided that a half a loaf was better than none and took the proposition over on split commissions with their regular salaries.

That the players drew full salaries and built up a reserve is considered due to the more popular type of programs and the fact that the concerts were not broadcast.

New Business

(Continued from page 42)
going current films, one each Friday.

KJR and KOI.

Master's, Inc., (the store), 15-minute disc Sept. 2 on KOI; series of 15-minute programs on KOMO.

C. Gibson Co., eight quarter-hour discs, Oct. 3 to Dec. 14, KOMO.

John Hancock Theater, 15-minute disc plugging "Dames," KOMO.

Noddy Laboratories, daily, except Sunday, announcements, Aug. 30 to Sept. 29, KOI.

Woolworth Company, eight-week renewal of two-a-week Hollywood Newark, 15-minute program KOI.

WATERLOO, IA., Central Shoe Co., St. Louis, 15-quarter hour "Rock Head" transcription, Through Jim Dougherty, Inc.

Kirkham's Women's Apparel, 52 weeks, co-operative program, WMT.

Sprots Furniture Store, one night announcement per week for year, WMT.

Cutter's People's Store, five-minute program weekly for 52 weeks, WMT.

Crystal Ice and Fuel Co., 26 five-minute programs and 150 one-minute spots, WMT.

John & Bill's Clothing, 50 announcements, WMT.

Headd's, minute announcement for 25 weeks, Through Hogan Agency, Kansas City, Mo., WMT.

McHenry Building and Chair, 52 quarter hour records, Through P. J. Torts & Co., Kansas City, Mo., WMT.

Preferred Coffee, three 15-minute programs per week for 28 weeks, Through Ernest Ender, Omaha, Neb., WMT.

Don Pedro orchestra with the Original Guitars, Chicago, replacing Herman Crane.

Jack Hilly has disposed of the British rights to "Carry Me Back to the Home Front" by Carson Robins, now to Campbell-Connolly.

Radio Chatter

(Continued from page 41)

opening of the Arcadia International, Philadelphia, with Guy Lombardo, opening next week.

WIBG, Philly indie, has twelve-hour daily time schedule 95 percent sold, operating one of the town's largest studios.

Yardley Oil may sponsor the National Outboard championship via WIP next week (15).

WFEN's Radio Centre, now also housing WDAK, was once a mansion landmark where Presidents and visiting royalty were entertained.

Dick Carlton to get WCAU grounding as m.c. of a coming 60-minute Columbia variety show.

Paul Agar, WFEN p.m., breaking up the publicity day with a turn at announcing.

Lamar C. Currie, sports writer of the Daily News, will replace I. W. Ge. Weis, as WDAK sports announcer.

Dorothy Love is now running a full page radio spread weekly in the recently released Sunday News. New Jersey dog races are keeping local radioites walking about with empty purses.

The Knickerbocker trio are set for a WCAU show with a without last Spring. Also scheduled, for a CBS release, are the Three Roberts Brothers, working currently at the Anchorage.

North Carolina

Charlotte Junior Chamber of Commerce has been given a 15-minute period each Thursday night over WBOC. First four weeks have been turned over to Judge John J. Parker, of the United States Circuit Court of Appeals, to discuss the formation of new city constitution.

"Calls Heard" is a new magazine for radio amateur enthusiasts that is being published from Winston-Salem, N. C. with George D. Walker as editor. Walker has been connected with station WBT of that city, and was formerly a member of the Columbia network.

Mary Andrews, truck singer for WBT, Charlotte, N. C., had her tonsils removed last week and is recovering at her home.

William A. Schadt, Jr., manager of WBT, awarded a scroll of honor through the Charlotte distributor of General Electric distributors.

WBT made a new sustaining fill-in program, "Uncle Tom," one morning last week and two hours later it had been sold to a commercial sponsor and has since been on the air daily. The program was bought by an out-of-town concern for the promotion of Granada radios and refrigerators. The sponsor is the Progressive Advertising Company, of Monroe. The commercial department had heard the act in rehearsal and wired the prospective Monroe client to tune in.

Tennessee

George Reynolds on the WSM staff, Nashville, is the father of a baby boy.

Freddie Rose, pianist and author of a half hundred songs, is back at WSM, Nashville, after a vacation.

John Lewis, bassist, also back from doctoring work.

Iowa

Moreross Sisters, harmonicas and the latest addition to WOC-WHO, Des Moines, twice made air here, over WIBF, Rock Island, Ill., station more than a year ago, entirely through accident. All three, accompanied pianistically, handled it so evocatively, song and piano number with the result that they went on the air as staff artists.

John E. Gilman, NBC v.p., in charge of the Pacific division, helped dedicate new and greater KEX.

Bill Smillie, commercial manager of KIEM, Eureka, California, enjoys handling Bill Moyen radio editor.

Michael Argentine, staff editor of KGW, returned to the air last week after an absence of a couple of months, during which time he visited Alaska. Mike combined business with pleasure and gave several concerts in the Northwest and British Columbia.

KEX's vocalistic radiator, the famous Oregon and Washington, is now in operation. The practical results have conformed theoretically expected performance. Credit given, P. J. Torts & Co., Kansas City, Mo., WMT.

Preferred Coffee, three 15-minute programs per week for 28 weeks, Through Ernest Ender, Omaha, Neb., WMT.

Don Pedro orchestra with the Original Guitars, Chicago, replacing Herman Crane.

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Evelyn Shibley, former writer with KEX when affiliated with NBC, has joined the writing staff of KGW and KEX.

KOM presented Virginia La Rae, leading coloratura soprano of the

Billy Rose Out of His 2 N. Y. Spots; Lew Brown Named as Successor

Entire regular news broadcast of the Cabaret-theatre idea in New York at the Casino de Paris and at Billy Rose's Music Hall, is out of both spots. His shows at both are on notice from Vermie Stern, head of the syndicate backing both converted theatres now operating with a cabaret atmosphere.

Billy Rose, credited with having popularized the cabaret-theatre idea in New York at the Casino de Paris and at Billy Rose's Music Hall, is out of both spots. His shows at both are on notice from Vermie Stern, head of the syndicate backing both converted theatres now operating with a cabaret atmosphere.

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Indiana

Billy Rose, chief announcer for WFBM, has forsaken the studios for two weeks.

John Holtzman, announcer for WFBM, has returned to the microphone after an extended tour through Canada and the East.

Jerry Downey, former pianist and announcer at WKBZ, recently had a successful audition at WLW.

Don Hancock, formerly with WLS, Tribune, Indiana, has joined the announcing staff of WFBM, Indianapolis.

Jack Stillwell, salesman for WFBM, has returned after a business and pleasure trip to Chicago and the East.

WLS, Chicago, lands Indiana State Fair.

WKBZ, Springfield, WOIO, Indianapolis, WOIO, Indianapolis.

Shirley Bowser, changes last name to Wayne for all of it.

Leah Peters, daughter of R. Carl Peters, prominent Hoosier political figure, formerly identified with WCGO, weds Robert Fleming, and is now living in Washington, D. C.

William Neil, Jr. break from New York where he signed Phineas program deal which CBS is carrying this fall.

Fred Tanguay opens school for prospective blues singers via the radio.

C. H. Durbin, of WGL, back from Canada where he spent ten days on a vacation.

Wilbur Pichek, formerly with Charlie Davis in New York, reported going into Uptown Club in Fort Wayne, when this night spot opened.

Virginia Benefit doing fashion squalls over WIND now.

Texas-Oklahoma

City police department of Clinton, Oklahoma, now has short wave radio set for receiving messages broadcast east by the Oklahoma City police department.

Miss Leah Leale is the new news gatherer for KOMA, Oklahoma City.

Ted Delaney, office secretary for WFAA, Dallas, has left for two weeks vacation to be spent with friends by the seaside near Galveston.

Elizabeth Ren, back of WFAA.

KNOW's Austin station sales staff has been augmented by the addition of Ralph Dorsett, former advertising man.

Bula Skaggs, KNOW, Austin, recently married.

During the recent political fall, KTAT, Fort Worth, was effectively silenced by some party or publication casting a loop of bare bones wire over both Postal and A. T. & T. circuits leading from studio to studio.

Ray Long, KTAT, Fort Worth, engineer, is planning a Mickey Mouse Club.

Charles Warren, KTUL, Tulsa, announcer, has severed connection with the Tulsa station and will return to Cleveland, Ohio, where he will connect with the National Broadcasting Company.

Eugene McNamee, "Mushroom," Back Stage, has moved to WOIO, Cincinnati, secretary to KOMO, Austin.

Ted Weems reviewed at the Palmer House, Chi., till the best of the year.

Buddy Rogers' orchestra goes to Philadelphia Oct. 5 and resides to New York Sunday for a command.

Ted Weems reviewed at the Palmer House, Chi., till the best of the year.

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MISS HELEN HICKS rose to the supreme heights of golf to win the women's championship of the United States—defeating the 2-time U. S. champion and the champion of Great Britain on two successive days. A frequent smoker while on the fairways, Miss Hicks has learned how to guard against fatigue. What she has to say on this subject will be of interest to every smoker.

"Get a LIFT with a Camel!"

HELEN HICKS tells her way of regaining youthful energy!

OFFICE MANAGER. John W. Grout says: "I smoke Camels steadily...all day long...and I never even have to think of jangled nerves."



YOUTH'S STAR. Ellsworth Vines, Jr. says: "Camels have a refreshing way of bringing my energy up to a higher level. They take away that tired feeling."



OLYMPIC SWIM. "When I'm tired," says Georgia Coleman, "I smoke a Camel and soon feel like myself again. I like their mildness and different flavor."

"The strain of championship golf puts a tremendous tax upon your energy, mentally and physically," says Miss Helen Hicks. "I often find that I'm absolutely exhausted at the finish. But I can always restore my energy quickly with a Camel. For you get a delightful 'lift' with a Camel. And it's a 'lift' that I enjoy often, as I find I can smoke Camels constantly without a sign of jangled nerves."

Every role in life has its times of strain. Every day has its many moments of depleted energy...uncertainty...self-distrust..."low" spirits. So why not turn to Camels yourself...for more smoking enjoyment and to offset fatigue and irritability? Thou-

sands of experienced smokers have found for themselves that Camels give a delightful "lift." And science definitely confirms what they report.

Camels are much milder—made from costlier tobaccos. Smoke all you want—Camels never get on the nerves.

ALL TOBACCO MEN KNOW:

"Camels are made from finer, More Expensive Tobaccos—Turkish & Domestic—than any other popular brand."



Camel's Costlier Tobaccos never get on your Nerves!